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**NATO Hires Mitch Neuhauser as Convention Show Manager
28-year Cinema Convention Veteran**

Washington, D.C. and North Hollywood, Calif.— The National Association of Theatre Owners (NATO) has hired Mitch Neuhauser as Show Manager of its official movie theater industry convention slated to begin in March 2011. The veteran convention manager takes up his new duties September 14, 2009.

Currently Vice President of Nielsen Film Group, where he oversees all aspects of industry conventions ShoWest, ShowEast, Cinema Expo and CineAsia, Neuhauser began his career in 1981 with the Sunshine Group Worldwide, which operated ShowEast, Cinema Expo and CineAsia until it was purchased by Nielsen (then VNU). ShoWest was added to his responsibilities when it was purchased by Nielsen in 2001. Neuhauser is also assistant executive director of NATO of New York State.

"I truly look forward to working with NATO and its members and the rest of the motion picture industry to produce the very best convention imaginable," said Neuhauser. "Personally, I owe a debt of deep gratitude to Bob Sunshine and The Nielsen Film Group for their tremendous support over the past 28 years and I leave on good terms and with great pride in what we have accomplished together."

NATO will continue to support ShoWest as its official convention through 2010.

NATO and Cinemark chairman Lee Roy Mitchell stated "As NATO takes the reins of its official convention, our board of directors and conventions task force have considered how best to build on the long history of our successful partnership with ShoWest. We are confident we have taken an important first step by hiring a man who has been so critical to that success."

Georgia Theatre Company CEO and NATO conventions task force co-chair Bill Stembler noted "Mitch is an individual with integrity and experience, clearly the best choice to lead NATO's new convention."

Fellow task force co-chair and Signature Theatres president Phil Harris said, "Mitch is trusted and respected by theater owners, the studios and the vendors on the trade show floor. NATO had to have him for its official convention."

Bruce Snyder, president of domestic distribution, 20th Century Fox Film Corp., said, "That's a no brainer, get Mitch Neuhauser to run the show for NATO and you can't go wrong. He gets two thumbs up from this office."

"On all points: strategy, planning and execution," Mark Zoradi, president of Walt Disney Motion Picture Group said, "Mitch has done an outstanding job, he has my full support in leading your new team."

Andrew Cripps, Paramount president of international distribution said, "Mitch has excellent communication skills, is a very good manager, works with us tirelessly and never lets anything faze him, despite seemingly odd requests that we do throw his way."

Neuhauser is a member of the Board of Directors of The Will Rogers Motion Picture Pioneers Foundation and a Board Member of The Salah M. Hassanein Variety Boys and Girls Club of Queens. In 2006 he was singled out by Variety Clubs International with a Presidential Citation for his dedicated work on behalf of children in need. A graduate of the University of Wisconsin-Madison, Neuhauser currently resides in Woodbury, New York with his wife Elyce, daughter Molly and son Jacob.

About NATO

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 29,000 movie screens in all 50 states, and additional cinemas in more than 50 countries worldwide.

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