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NATO Responds to Universal's Statement Withdrawing Early Home Release of *Tower Heist*

(Washington, D.C. and North Hollywood, Calif. – October 12, 2011) In response to Universal's decision to cancel its planned release of *Tower Heist* to the home on Video on Demand just three weeks after its theatrical debut, National Association of Theatre Owners president and CEO John Fithian stated, "NATO would like to thank Universal for responding to various theater owners' concerns and cancelling the PVOD test it was contemplating. They have been engaged with individual exhibitors on this test, and while it was something that many theater owners could not ultimately support, the open and collaborative nature of the dialogue is appreciated. NATO recognizes that studios need to find new models and opportunities in the home market, and looks forward to distributors and exhibitors working together for their mutual benefit."

About NATO

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 30,000 movie screens in all 50 states, and additional cinemas in 50 countries worldwide.

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