



***Boxoffice* Magazine And
The National Association of Theatre Owners (NATO) Ink Pact**

Hollywood/Washington, D.C. (November 30, 2006) (For Immediate Release)

Boxoffice Magazine, the authoritative voice of The Business of Movies™ since 1920, announced that it has entered into an agreement to become the official magazine of NATO, the National Association of Theatre Owners.

Boxoffice will incorporate exclusive NATO content within each issue beginning with the February 2007 issue. NATO's magazine, *In Focus*, will cease publication.

"This new relationship with *Boxoffice* Magazine gives NATO members the benefit of *Boxoffice* Magazine's comprehensive coverage of the industry, and permits us to concentrate on other members services, confident that *Boxoffice* will keep our members well informed in this competitive industry," said John Fithian, president and CEO of NATO.

"We are gratified by NATO's vote of confidence," said Peter Cane, president of Boxoffice Media LP, which acquired *Boxoffice* Magazine and boxoffice.com earlier this year. "We made a major commitment to the film and the exhibition industry when we began our strategic expansion of *Boxoffice* during 2006, and our new relationship with NATO validates that commitment."

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 40 countries worldwide. NATO's membership includes the largest cinema chains in the world as well as hundreds of independent theatre owners.

For more than 85 years, *Boxoffice* Magazine has been an icon in the Hollywood film and distribution industry and is the recognized authority on the business of motion pictures exhibition, production and distribution. In 2006, Boxoffice Media, LP purchased the company and began a planned multi-year growth strategy that will expand the scope and reach of *Boxoffice* into trade events, film festivals and other industry initiatives.

For more information, contact:
Peter Cane, 415-435-0700
Joe Policy, 561-315-7421