

# SHOWEAST

## NEWS RELEASE

August 3, 2011

### **SHOWEAST 2011 TO HONOR MARTÍN SCHWARTZ RIVELIS OF SUPERCINES WITH INTERNATIONAL ACHIEVEMENT AWARD IN EXHIBITION**

NEW YORK – It was announced today that Martín Schwartz Rivelis, General Manager, The Entertainment Division, Corporación El Rosado S.A., will be honored with the “International Achievement Award in Exhibition” at this year’s ShowEast Convention at the Westin Diplomat Resort & Spa in Miami/Hollywood, Florida. “ShowEast is thrilled to recognize such an important and highly regarded executive of the international exhibition community,” stated Robert Sunshine, Managing Director of ShowEast. “His strategic mind and capability for understanding the business along with his integrity in all aspects of his life have made Martín a key element in the film industry in Ecuador and the region”.

In 2003 Martín moved to Ecuador to work for Corporación El Rosado, as the manager of the third largest cinema chain in the country, Supercines. In 2003, Supercines owned 10% of the market share, with five movie theaters in three cities, with a total of 34 screens.

In 2004, El Rosado was appointed as the Disney theatrical and home video distributor in Ecuador. Since then, the company has incorporated Radio Disney, Walt Disney Records, Disney Consumer Products and Disney Media Plus, under Martín’s management. In 2004, Supercines also launched in select theaters its exclusive VIP concept for movie consumers, with the distinction of being the only theaters with this premium concept in Ecuador.

In 2005, a new concept arrived to Latin America initiated by Martín: The GT-MAX. This is the largest non-Imax screen in the region, with 340 m2, and more than 400 seats per screen. This went on to become the biggest 3D screen of the region.

In 2007, while the digital era was just beginning, Supercines was the pioneer in introducing the first digital screens in Ecuador, in fact, the first screens in the region, along with Brazil and Mexico.

Today, Supercines is the leading exhibitor of Ecuador, with 66% of the market share, leading the market with 160 screens (40 of them digital), in 16 theaters across 10 cities, with more than 10 million admissions a year, and opening an average of 25 screens per year. By the year 2013, Supercines will reach 200 screens in Ecuador.

Among the new projects for Supercines, there are the introduction of alternative content and school programs aimed to increase the brand’s cultural and educational interaction with people as well as to increase the theater’s usage in a wider schedule.

[more]

Since 2003 until the present, Martín has become the head of more lines of businesses from El Rosado, including, distribution of Theatrical & Home Entertainment for Warner Bros.; Chili's franchise; Carl's Jr. franchise; Metropolis audio and video stores; Riocentro and Paseo Shopping chain of malls.

ShowEast 2011 will take place October 24-27, 2011 at the Westin Diplomat Resort and Spa in Miami/Hollywood, Florida. It will feature screenings of upcoming major holiday films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,300 members of the motion picture industry are expected to attend. ShowEast, now in its 26th year, is produced by Prometheus Global Media, owner of leading entertainment publications and events including, *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, *Film Journal International*, the CLIO Awards as well as CineAsia and CineEurope.

###