

2010 Flight Dates & Materials Deadline

CALENDAR

CINEMA SPOTS

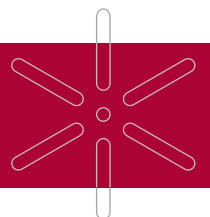
FLIGHT DATES		FLIGHT LENGTH	MATERIALS DEADLINE	
			TAPE*	FILM
1/1/10	1/28/10	4 Weeks	12/4/09	12/11/09
1/29/10	2/25/10	4 Weeks	12/30/09	1/8/10
2/26/10	3/25/10	4 Weeks	1/29/10	2/5/10
3/26/10	4/22/10	4 Weeks	2/26/10	3/5/10
4/23/10	5/27/10	5 Weeks	3/26/10	4/1/10
5/28/10	7/1/10	5 Weeks	4/30/10	5/7/10
7/2/10	8/5/10	5 Weeks	6/4/10	6/11/10
8/6/10	9/2/10	4 Weeks	7/9/10	7/16/10
9/3/10	9/30/10	4 Weeks	8/6/10	8/13/10
10/1/10	10/28/10	4 Weeks	9/3/10	9/10/10
10/29/10	12/2/10	5 Weeks	10/1/10	10/8/10
12/3/10	1/6/11	5 Weeks	11/3/10	11/12/10

The 2010 schedule reflects twelve flights that begin on Friday and end on Thursday.
*VHS Copy & D1/Digibeta

CINEMA SLIDES

FLIGHT DATES		FLIGHT LENGTH	MATERIALS DEADLINE
1/1/10	1/28/10	4 Weeks	12/4/09
1/29/10	2/25/10	4 Weeks	12/31/09
2/26/10	3/25/10	4 Weeks	1/29/10
3/26/10	4/22/10	4 Weeks	2/26/10
4/23/10	5/20/10	4 Weeks	3/26/10
5/21/10	6/17/10	4 Weeks	4/23/10
6/18/10	7/15/10	4 Weeks	5/21/10
7/16/10	8/12/10	4 Weeks	6/18/10
8/13/10	9/9/10	4 Weeks	7/16/10
9/10/10	10/7/10	4 Weeks	8/13/10
10/8/10	11/4/10	4 Weeks	9/10/10
11/5/10	12/2/10	4 Weeks	10/8/10
12/3/10	12/30/10	4 Weeks	11/5/10

The 2010 schedule reflects thirteen flights that begin on Friday and end on Thursday.



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CINEMA PROMOTIONS

FLIGHT DATES		FLIGHT LENGTH	MATERIALS DEADLINE	
			SCREENVISION PRODUCES	CLIENT PRODUCES
1/1/10	1/28/10	4 Weeks	12/4/09	12/11/09
1/29/10	2/25/10	4 Weeks	1/1/09	1/8/10
2/26/10	3/25/10	4 Weeks	1/29/10	2/5/10
3/26/10	4/22/10	4 Weeks	2/26/10	3/5/10
4/23/10	5/27/10	5 Weeks	3/26/10	4/2/10
5/28/10	7/1/10	5 Weeks	4/30/10	5/7/10
7/2/10	8/5/10	5 Weeks	6/4/10	6/11/10
8/6/10	9/2/10	4 Weeks	7/9/10	7/16/10
9/3/10	9/30/10	4 Weeks	8/6/10	8/13/10
10/1/10	10/28/10	4 Weeks	9/3/10	9/10/10
10/29/10	12/2/10	5 Weeks	10/1/10	10/8/10
12/3/10	1/6/11	5 Weeks	11/5/10	11/12/10

The 2010 schedule reflects twelve flights that begin on Friday and end on Thursday.

Promotional material deadline excludes popcorn bags, beverage cups, beverage cup holders and other premium items programs. The lead-time for beverage cup programs is 10-12 weeks; beverage cup holders is 4-6 weeks and popcorn bags is 6-8 weeks.

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