



## **Screenvision Announces Long-Term Exhibitor Agreement with Paragon Theaters**

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New York, NY - Screenvision, the leading innovator in cinema advertising, announced today a new long-term exhibitor agreement with Paragon Theaters. As a result of this deal, Screenvision broadens its position in the important Washington, D.C. and Miami DMA markets. Under the deal, Screenvision will have the exclusive on-screen advertising rights and exclusive 3rd party selling rights for promotions. Each theatre will exhibit Screenvision's digital preshow, which will be integrated into Paragon's Sony 4K projectors.

"Screenvision and Paragon's partnership shows that exhibitors continue to choose Screenvision for the strength and entertainment value that comes with our digital preshow," said Darryl Schaffer, Executive Vice President, Exhibitor Relations, Screenvision. "We look forward to bringing entertainment to Paragon's premium theatres located in the key Washington, D.C. and Miami markets through this new agreement."

"Our partnership with Screenvision allows Paragon to take advantage of Screenvision's ad sales capabilities and the quality and compelling content within Screenvision's digital preshow," said Michael Whalen, Partner of Paragon Theaters. "We foresee that this new deal will lead to a rewarding, entertaining, and high-quality experience for our moviegoers."

Launched in November 2009, Paragon focuses on developing, owning, operating and managing movie theatres. Paragon has two new theatres, one 12-plex in the Washington DC DMA (Fredericksburg, VA), and one 13-plex in the Miami DMA set to open this week in Coconut Grove. In November 2009, former Muvico Theaters CEO Michael F. Whalen, Jr., former senior VP of development Michael Wilson, and former COO Hank Lightstone joined forces to launch Paragon Entertainment, based in Jupiter, Florida. Both theatres are state of the art and include Sony 4K projection equipment. The theater in Virginia is part of a ground-breaking new concept that includes not only a VIP Premier for 21 and over, but also luxury bowling and dining and is a partnership with Splitsville Luxury Lanes