



News

Screenvision and Muvico sign new long-term pact

May 25, 2010

Leading cinema-advertising company Screenvision and Muvico Theaters expanded their relationship through a new long-term agreement. Screenvision will continue to serve as the preshow provider and hold the exclusive onscreen preshow selling rights for all Muvico locations. Additionally, Screenvision has been granted the right to sell in-theatre promotions to all Muvico locations.

Muvico currently owns and operates nine megaplex locations with a total of 149 screens in key markets including Los Angeles, Chicago, Tampa, Miami and West Palm Beach, Florida.