



## **SCREENVISION LANDS EVENT CINEMA PIONEERS MAXWELL/DIAMOND - FORMER NCM/FATHOM EXECUTIVES HEAD TO SCREENVISION**

### **New Alliance Has Eyes on Integrating Brands into Events**

New York, N.Y., December 17, 2015 – Screenvision, a national cinema advertising leader, today announced the formation of a strategic alliance with former NCM/Fathom Executives, Shelly Maxwell and Dan Diamond, to relaunch their Event Cinema business. Screenvision struck the deal with KAOS Connect, a newly formed company founded by Event Cinema pioneers Maxwell and Diamond, who are recognized experts and leaders in alternative content for movie theatres. KAOS will be Screenvision’s exclusive source of Event Cinema programming beginning in early 2016.

Event Cinema gives exhibitor partners the opportunity to increase attendance during off-peak times by bringing exclusive, one-time-only special events to the big screen. KAOS’ integrated business model will encompass both event distribution for Screenvision’s exhibitor partners, as well as content and sponsorship opportunities for Screenvision’s customers. In addition, brands will have the opportunity to integrate into the event programs through promotions, trailers and in-lobby media elements like signage, tables and hand-outs.

“We are deepening our commitment to content and believe the KAOS alliance represents a significant step in that direction,” said John Partilla, CEO, Screenvision. “Their events team is led by two of the best in the business – Shelly Maxwell and Dan Diamond – and they will greatly help us broaden the content opportunities available to brands.”

“Under the new leadership of John Partilla, it’s an exciting time at Screenvision and we couldn’t be happier to be aligning with the entire team to relaunch and build their event cinema business. KAOS Connect is creating the next generation of Event Cinema and this alliance is going to revolutionize the industry,” said Shelly Maxwell and Dan Diamond, KAOS Connect’s Managing Partners.

“We’re eager to start bringing KAOS’ exclusive programming opportunities to our exhibitor partners,” said Darryl Schaffer, Executive Vice President, Operations and Exhibitor Relations, Screenvision. “It will be an incredibly enhanced added value component for our entire network.”

Screenvision has a rich history in bringing exclusive Event Cinema content to theaters across the country. Such content spanned categories like anime (*DragonBall Z: Battle of Gods*), children’s (*My Little Pony: Equestria Girls*) and Broadway/performing arts (*Company*, *Driving Miss Daisy* and *Romeo and Juliet*). The company put a temporary hold on Event Cinema programming during the proposed merger process, but given the merger termination, will now relaunch the platform with KAOS Connect in 2016.

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## **ABOUT SCREENVISION**

Headquartered in New York, N.Y., Screenvision is a national leader in cinema advertising, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services to top tier theatrical exhibitors presenting the highest quality movie-going experience. The Screenvision cinema advertising network is comprised of over 14,200 screens in 2,200+ theater locations across all 50 states and 94% of DMAs nationwide; delivering through more than 150 theatrical circuits, including 6 of the top 10 exhibitor companies. For more information: <http://www.screenvision.com>.

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## **ABOUT KAOS CONNECT, LLC**

Headquartered in Denver, CO, KAOS Connect is the next step in the evolution of the event experience, making cinema events more accessible and engaging both on—and beyond—the Big Screen. By transforming ordinary content into extraordinary theater experiences, KAOS connects people, organizations, brands and content worldwide. Owned and operated by seasoned media executives, Shelly Maxwell and Dan Diamond, the two are credited for creating and building some of the world's most preeminent EVENT CINEMA events and recognized for spearheading the business of transforming movie theatres into destinations where communities can gather together to experience unique entertainment and infotainment, beyond just traditional films.

For more information: <http://www.Kaosconnect.com>

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