

## NEWS RELEASE

October 14, 2011

### CINEEUROPE MOVES TO BARCELONA, SPAIN IN 2012

NEW YORK— CineEurope management has announced today that CineEurope will move from Amsterdam, The Netherlands to Barcelona, Spain in 2012.

CineEurope will be held June 18-21, 2012 at El Centro de Convenciones Internacional de Barcelona. CineEurope is the official convention of the Union Internationale des Cinémas/International Union of Cinemas (UNIC).

“The move to Barcelona represents CineEurope’s dedication to better serving the European cinema exhibition and distribution communities”, stated Robert Sunshine, Managing Director of CineEurope. “CineEurope management and UNIC consulted with constituents and the overwhelming feedback received was that a move to Spain would be a beneficial change”.

Stated Ad Weststrate, President of UNIC, “I am sure I speak for all UNIC colleagues in welcoming CineEurope's move to Barcelona and our continuing partnership with Bob Sunshine and his team. Our members will now have even more reasons to support the convention in its new host city.”

“After fifteen years in Amsterdam, we are completely in favor of the move to Barcelona. I am confident the city of Barcelona will welcome CineEurope and its attendees with open arms, and the CCIB will be a perfect new home for the convention”, stated Jose “Pepe” Batlle, Chief Operating Officer, Cinesa.

El Centro de Convenciones Internacional de Barcelona is located in the Diagonal Mar area, in close proximity to one of the most beautiful beaches of Barcelona. The conference centre is approximately 10-15 minutes from city centre via the Metro.

CineEurope is produced by Prometheus Global Media, a diversified company with leading assets in the media and entertainment arenas, including: Music (*Billboard* and its related conferences and events, including The Billboard Latin Music Awards), Entertainment (*The Hollywood Reporter*, *Backstage*, ShowEast and Cineasia); and Advertising & Marketing (Adweek, Mediaweek, Brandweek, Adweek Conferences, and The Clio Awards).

###