

NATO of California/Nevada

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

CALENDAR of EVENTS & HOLIDAYS

Rosh Hashanah

Oct. 4 – 5

Yom Kippur

Oct. 13

Sexual Harassment Prevention Training Workshop

Oct. 18 - Sacramento

ShowEast

Oct. 24 – 28

Daylight Saving Time Ends

Oct. 30

Halloween

Oct. 31

Fall/Winter Film Product Seminars

Nov. 3 - Northern California
Nov. 9 - Southern California

Election Day

Nov. 8

Veteran's Day

Nov. 11

Thanksgiving

Nov. 24

Fall/Winter Film Product Seminars Planned for November

Previewing the exciting lineup of film releases from the major studios has always been the big draw for the NATO of California/Nevada semi-annual Film Product Seminars, but the upcoming 2005 Fall/Winter seminar will include a new one. The seminars will be held on Thursday, November 3rd in Northern California at Regal's Hacienda Crossing Theatre in Dublin and on Wednesday, November 9th in Southern California at Pacific's Beach Cities Cinema in El Segundo.

The seminars will feature product reels of the thrilling, scary, heartwarming, fun and funny films that will be appearing in theatres in the next few months. Studio representatives will present upcoming promotions and will be available during breaks to meet and exchange ideas with all present. The new draw for the seminars is through the generosity of DTS. A drawing will be held at each of the seminars for a Yamaha DTX-1100, DTS equipped Home Theater System.

The seminars will begin a half hour later than in the past with a continental breakfast beginning at 9:30 AM and the presentations beginning *promptly* at 10:30 AM. The noon break will feature a boxed lunch and time to visit with friends and studio representatives. The program will conclude by 3:30 PM at which time Goodie Bags will be distributed to all attendees.

Attendance at the seminars is free and is restricted to employees of member companies only. Reservations for both meetings are a must. No walk-ins or substitutes will be admitted. All reservations must be approved by the respective corporate office or district manager. Due to space limitations we will be able to accommodate only two representatives from each theatre location, early registration is recommended as this event sells out fast. Registration will close on October 19th or once capacity has been reached. Please fax or mail the completed forms, or email the information to us at Office @NATOCalNev.org.

Please phone the NATO of CA/NV office at 310/460-2900 for additional information. Hope to see you at the Film Product Seminar on November 3rd in Dublin and on November 9th in El Segundo.

See Registration Form on Page 2



Regal's Hacienda Crossing Theatre



Pacific's Beach Cities Cinema



Yamaha DTX-1100, DTS equipped Home Theater System

Bring your business cards to enter the drawing. One winner will be selected at each location.

All attending the Fall/Winter Film Product Seminar will have a chance to win this

Previews
is published by the
**National Association of
Theatre Owners of
California/Nevada**

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Registration Form

NATO of CA/NV Fall/Winter Film Product Seminar

Attendance is open to NATO of CA/NV member companies and is by reservation only, **no walk-ins and no substitutions.** Due to space limitations we can accommodate no more than two persons from each theatre location.

Deadline for reservations:

Wednesday, October 19th

November 3, 2005

Regal's Hacienda Crossing Theatre

5000 Dublin Blvd.

Dublin, CA 94568

November 9, 2005

Pacific's Beach Cities Cinemas

831 South Nash Street

El Segundo, CA 90245

Plenty of free parking available at both locations.

Name: _____ Title: _____

Email: _____ Phone: _____

Company Name: _____

Theatre Name: _____

Business Address: _____

District Manager Signature: _____ Phone: _____

Corporate Officer or Print name: _____

Will attend: _____ 11/3/05 _____ 11/9/05
_____ No. Calif. _____ So. Calif.

FAX THIS COMPLETED FORM TO NATO of CA/NV: 310/460-2901

For more details call 310/460-2900



Photo courtesy of Galaxy Theatres

How Do You Spell RELIEF?

The Big Heart of Show Business once again showed itself proud in the relief efforts on behalf of the victims of Hurricane Katrina. Your NATO of California/Nevada Board of Directors immediately reacted to the great need of this catastrophic disaster and voted unanimously to donate \$125,000.00 to the American Red Cross.

Regardless of their size, our member companies also had a desire to help the victims and came up with many of their own ideas and personal resources to raise funds and provide assistance:

AMC Theatres dubbed September 15th “Movie Day” and donated their total ticket and concession sales for that day from all 207 U.S. locations to the American Red Cross . . . **Brenden Theatres** included a link to the American Red Cross website on their company website; each of their theatre locations put up flyers advertising the American Red Cross Relief Effort, and donation boxes were placed in the box office and at the customer service desks. Also, **John Brenden** the President/CEO of the Brenden Theatre Corporation, through his Foundation promised to match the money raised at the Oakland “A’s September 7th home game . . . **Century Theatres** embarked on an in-theatre and web based relief effort to gather donations for the American Red Cross with a direct link on their home page to the Red Cross and posters, slides, flyers and contribution canisters in all of their theatres . . . **Wendy McBane of Central Coast Cinemas’** Park Cinemas packed up and headed to Baton Rouge to do volunteer work with the American Red Cross taking with her a supply of movie t-shirts . . . **Laemmle Theatres** Charitable Foundation made a cash donation to Operation U.S.A., a relief organization working with community based health clinics in the devastated areas . . . **Coast Cinemas** made a cash donation . . . **Loews** started in-theatre collections, which will continue through October, hosted free movies and worked a free barbecue for survivors staying at Dream Center . . . **Galaxy Theatres** held “Kids of Katrina” fundraising efforts in each of their theatres giving away free movie passes to contributors of \$20 or more to the American Red Cross or Salvation Army Children’s Funds . . . **Sierra Cinemas** donated all of their September 15 box-office proceeds to their local American Red Cross . . . **Tegtmeier Theatres** organized a community wide parking lot drive-up fundraiser “Fill The Bucket With Hope” to benefit the American Red Cross, and the fund raising continues with countertop donation containers . . . **InSight Cinema** joined efforts with Hear2Care working together with hearing aid and battery manufacturers to help provide and replace hearing aids, etc . . . **Regal Entertainment Group**, in conjunction with the American Red Cross, produced a PSA that is being shown on all Regal screens encouraging patrons to join Regal in support of the Red Cross, Regal theatres were made available for free movies to evacuees, use of a theatre in Baton Rouge as a temporary nursing school and through the Regal Charitable Foundation contributions were made to the American Red Cross and Remote Area Medical Foundation which flies supplies and medical help to areas in need . . . **CineLux Theatres** collected money in their theatres for the American Red Cross . . . **Pacific Theatres** made donations to Save the Children and Habitat for Humanity in care of the Katrina victims and also matched dollar for dollar all contributions made by their employees to those charities.

These are just some of the amazing humanitarian efforts put forth by members of our Show Business Community undoubtedly there are many more acts of kindness which have not come to our attention. ▼

An Unparalleled Experience

Despite its status as the preeminent entertainment form for generations, the theatergoing experience is not always fully appreciated for its uniqueness and splendor. We must remember that movies cannot be reduced to frames, shots, actors or directors. They encompass a broader social and cultural experience that enriches the images and sound and elevates craft into art.

While competing industries have begun to emphasize personalization and convenience, the movie theatre continues to provide a retreat that cannot be replicated by any other form of entertainment.

Theatergoing offers a completely immersive experience that takes the audience into another world. Advances in technology and comfort – including screen size, new sound systems and seating – continue to make the experience more and more vivid.

Vital to this immersion is continuity of the experience. Unlike other entertainment forms, movies take audiences away from their everyday environment and concerns, with no pause from beginning to end.

Perhaps most importantly, theatergoing offers a communal experience. While we may not directly interact with fellow patrons, membership in a movie audience magnifies our own emotions, just as if we were watching a sporting event in a large crowd. By sharing the laughter at a comedy or the sense of tension at a thriller, watching a movie with others has the enormous power to heighten our feelings of camaraderie.

For decades, theatergoing has been a staple of our culture. As new forms of entertainment emerge, we must continue to remind ourselves, our family and our friends, of the essential characteristics of the theatergoing experience. ▼

Preventing Sexual Harassment In The Workplace

With the passage of California Assembly Bill 1825 employers of 50 or more employees must provide a two hour interactive Sexual Harassment Prevention Training Workshop for all Supervisors of one or more persons by January 1, 2006. NATO of California/Nevada with the cooperation of attorneys Diana Scott and

Lawrence Rosenfeld of the law firm Greenberg Traurig conducted two recent workshops. A third scheduled for October 18th in Sacramento will be presented by Diana Scott and John Doran.

Spaces for the Sacramento workshop are still available. See below for details:

Sexual Harassment

What Is It?

Sexual harassment is any unwanted verbal or physical sexual advance, sexually explicit derogatory statements, or sexually discriminatory remarks made by someone in the workplace, which is offensive or objectionable to the recipient or which causes the recipient discomfort or humiliation or which interferes with the recipient's job performance.

It May Include:

- visual harassment (e.g., posters, magazines, calendars, etc.);
- verbal harassment or abuse (e.g., repeated requests for dates, lewd comments, sexually explicit jokes, whistling, etc.);
- written harassment, including love poems or letters, and graffiti;
- non-verbal harassment, including offensive gestures;
- subtle pressure for sexual activities;
- unnecessary touching, patting, or pinching or kissing;
- leering or ogling. Two examples of ogling or leering are men who look only at women's breasts not at their faces and women who are "crotch watchers";
- frequent brushing up against another person's body;
- promise of promotions, favorable performance evaluations, etc. in return for sexual favors;
- demanding sexual favors accompanied by implied or overt threats to a person's job, promotion, performance evaluation, etc. This is known as quid pro quo harassment;
- physical assault, rape.

To Help Prevent Harassment:

- conduct yourself in a businesslike manner at all times.
- know your employer's policy on sexual harassment.
- be aware of your attitudes concerning sexual harassment.
- never ignore sexual harassment. It won't go away on its own.
- set a positive example by treating everyone with respect. Let others know you expect and insist upon the same of them.
- do not assume that sexually explicit jokes, cartoons or pictures, "friendly" gestures, etc. are harmless or inoffensive.
- refrain from making jokes at someone else's expense. Do not put down others or seek to embarrass, humiliate, offend or threaten others.
- carefully consider whether personal comments or questions are appropriate before you speak.
- don't go along with the crowd or accept behavior that is inappropriate.
- be supportive of people who are sexually harassed.
- don't hesitate to seek help.
- weigh your options carefully - remaining silent, transferring or quitting are rarely the best solutions.
- do not use negative behavior to get attention.
- immediately stop any behavior which you may even remotely suspect may be interpreted as sexual harassment.
- consider whether you would want your remarks quoted or your actions videotaped. If not, reconsider whether your behavior is appropriate for the workplace. ▼

Source: A handout from Sexual Harassment: It's No Game, developed by the Center for Women in Government, Albany, NY

Spaces still available for the October 18th Sexual Harassment Prevention Training Workshop in Sacramento

at
Regal's Natomas Marketplace 16 Theatre
3561 Truxel Road • Sacramento, CA 95834.

This two hour seminar will begin promptly at 10:30 AM
If interested send your name, company, theatre and email address to our office
via fax 310/460-2901 or email to Office@NATOCalNev.org

RSVPs due October 13th

19-Year-Old Faces Jail For Copying Movies

Reprint from San Francisco Chronicle

CALIFORNIA

By Steve Rubenstein

Tuesday, September 27, 2005

A 19-year-old movie theater cashier from Missouri faces eight years in prison after pleading guilty Monday (9/26) in San Jose to copying first-run movies and uploading them onto the Internet, the U.S. attorney's office said.

Curtis Salisbury, who worked in a St. Louis multiplex theater, admitted to recording "Bewitched" and "The Perfect Man" in June, and then uploading them to a site set up by FBI agents in Northern California.

It was the first conviction under "Operation Copycat," an FBI sting operation designed to combat movie piracy.

"Camcording movies in theaters and putting them on the Internet for distribution is a federal crime," said U. S. Attorney Kevin Ryan. "(We) will aggressively ... combat the theft of intellectual property."

According to court documents, Salisbury was a box office and concession stand cashier who allowed accomplices into the projection booth after the theater closed to copy the movies. Salisbury and his accomplices connected a mini-disc recorder directly to the projector sound outlet.

The teenager was convicted under a provision of the Family Entertainment and Copyright Act of 2005, which criminalized the use of recording equipment to make copies of movies in movie theaters.

A spokesman for the U.S. Attorney's office said Salisbury received no money for uploading the movies but that he had "discussed payment with others."

Operation Copycat has so far resulted in formal charges against six people in the Northern District of California and more than 40 searches.

Salisbury, who co-operated with investigators, is scheduled to be sentenced in February. He also faces a \$250,000 fine. ▼

Web Site Movie Ratings Checklist

An FTC blind check at movie theatres could be forthcoming with an emphasis on ratings enforcement. An important aspect of the ratings enforcement is the availability of rating information.

All movie theatre company web sites, all movie ticketing web sites, and all other sites displaying information about movies to which theatre company sites are linked should include the following:

- 1) Ratings should be prominently displayed in conjunction with all movies referenced on the site;
- 2) Ratings reasons should be prominently displayed in conjunction with the rating for all movies referenced on the site;
- 3) The site should provide detailed general descriptive information about the MPAA/NATO movie ratings system;
- 4) The site should link to rating information available on other sites, such as parentalguide.org, filmratings.com, or MPAA.org; and
- 5) The site should include additional warnings related to the admittance of people under age 17 to "R" or "NC-17" rated movies. ▼

Sony's Chairman Stringer Warns Against Collapsing Windows

Sony Corp. chairman Howard Stringer warned against collapsing video windows, "If you collapse a window or go day and date...if you eliminate the movie theater, you're doing movie of the week. And the sizzle...of the movie industry will be gone." "You have to guard the value of the content."

Watching movies pays off for Pryor man

Reprint from Pryor Daily Times (Oklahoma)

By Lynn Adair, Staff Writer

Going to the movies not only has provided a great pastime for William Alexander of Pryor, but he is also \$1,000 richer.

Alexander, a regular at the Allred 5 Theatre, was the winner of the theatre's annual \$1,000 give away this week.

Gene Oliver, owner of the movie theatre, said customers are given a coupon each time they come to watch a movie which enables them to participate in the drawing.

"We're the only theatre in Oklahoma that does that," Oliver said.

Alexander said he is excited to be the winner.

"I come to the movies every weekend. I don't care what's showing and I have a whole bowl of these things at home," he said, referring to the coupon. "My friends at work give me a hard time and keep asking me 'have you won that \$1,000 yet?' Well, now I get to tell them, 'as a matter of fact,'" he laughed.

But Alexander said he also believes in supporting the businesses in his community.

"I don't ever go to Tulsa or anywhere else. I come here and if they happened to be closed, I'm not going anywhere else," he said.

Oliver said he will be giving away another \$1,000 in December.

"I enjoy giving this money away because what better way to show your customers they're special than to make them happy," he said.

So what does Alexander plan on doing with his money?

"I'll probably go to the movies," he said. ▼



LABOR ISSUES

& Updates

State Law Requires Employers to Provide Current Employment Statistics Failure to Post Notices May Extend Time to Bring Claims

A recent federal court case highlights the importance of posting notices to advise employees about their legal rights. A federal appellate court held that an employer's failure to post notices about an employee's rights related to employment discrimination may extend the employee's time period for filing a discrimination charge.

Must First File with Federal or State Agency

To bring a lawsuit for discrimination under Title VII, an employee first must file a charge with the Equal Employment Opportunity Commission (EEOC) or the related state agency [for California this would be the Department of Fair Employment and Housing (DFEH)]. To be timely, the employee must file the charge with the EEOC within 180 days of the incident.

If an employee first files a charge with the DFEH, then a charge can be filed with the EEOC within 300 days of the alleged violation, or within 30 days of receiving notice that the state has terminated its proceedings, whichever is earlier.

Similarly, an employee who believes that s/he has been discriminated against in violation of the FEHA must file a charge with the DFEH. The employee must file the charge within one year of the alleged violation. The deadline may be extended

by 90 days if the employee filing the claim learns about the alleged violation more than one year after the date the incident occurred.

Must Post Information about Discrimination

Employers are required under both state and federal law to post a notice describing an employee's rights if s/he believes s/he has been subject to discrimination. The poster describes the time period for filing a charge and how to file a charge with the appropriate agency. The poster must be placed in a prominent area that is accessible to all employees and applicants.

Employee Has More Time to Sue

In the recent federal court case, two employees claimed they were forced to resign in January 1999 from the San Juan Ritz-Carlton because of employment discrimination. They did not file charges with the EEOC until December 14, 1999 — after the time limit had expired.

The Ritz-Carlton sought to dismiss the claims on the ground that the former employees had not filed timely charges with the EEOC. The employees claimed the timeframe should be extended because the Ritz-Carlton had not complied with its obligation to post notices advising employees of their legal rights concerning employment discrimination.

“Equitable Tolling” Doctrine

Under a legal doctrine called “equitable tolling,” the former employees argued the time period for filing claims should not have started until they received notice about their rights when they met with an attorney.

The court of appeals agreed. The court said an employer's violation of the EEOC posting requirement may provide a basis for extension of the filing period if the employee had no other actual or constructive knowledge of the available complaint procedures.

The court remanded the case, in part to determine whether the former employees did in fact have either actual or constructive knowledge of their EEOC rights. Other federal courts have agreed with the analysis in this case, although the Ninth Circuit Court of Appeals, which includes California, has not addressed the issue.

What Should Employers Do?

This case highlights the importance of making certain you have posted all of the required posters and handed out all required notices.

Employers should:

- Post up-to-date information about discrimination rights in a conspicuous location.
- Include information about discrimination and harassment in employee handbooks, including the name of federal and state agencies responsible for handling complaints.
- Train all employees about their right to be protected from discrimination. ▼

Source: California Chamber of Commerce Alert

S • T • A • T • I • S • T • I • C • S

Trends At A Glance

	2005	2004
National summer boxoffice (\$ bil)	\$3.15	\$3.45
Total summer admissions (\$ mil)	486.9	557.4
Average opening weekend (\$ mil)	\$19.6	\$23.2
Average # of theaters on opening weekend	2,680	2,650
Per-theater average	\$7,332	\$8,753
Average second-weekend % drop	-49	-51
Wide releases (more than 1,000 theaters, incl. ultrawide)	42	42
Ultrawide releases (more than 3,000 theaters)	17	14
Debuts of more than \$40 million	7	6
Debuts of more than \$60 million	2	3

From Memorial Day weekend through Labor Day Weekend. All film comparisons are for wide releases only (more than 1,000 theaters).

Top 25 North American Theatres
(1/07/2005 – 9/26/2005)

Rank	Circuit	Theatre/Screen Count	Location
1	AMC	EMPIRE 25	NEW YORK, NY
2	AMC	BURBANK 30	BURBANK, CA
3	PACF	GROVE STADIUM 14	LOS ANGELES, CA
4	MUVI	EGYPTIAN 24	HANOVER, MD
5	REG	LONG BEACH STADIUM 26	LONG BEACH, CA
6	AMC	BLOCK 30	ORANGE, CA
7	REG	UNION SQUARE STADIUM 14	NEW YORK, NY
8	REG	HACIENDA CROSSINGS 20	DUBLIN, CA
9	LCE	LINCOLN SQUARE 13	NEW YORK, NY
10	LCE	E-WALK 13	NEW YORK, NY
11	CENT	DALY CITY 20	DALY CITY, CA
12	AMC	PLEASURE ISLAND 24	LAKE BUENA VSTA, FL
13	REG	FRESNO STADIUM 21	FRESNO, CA
14	MUVI	PARADISE PARK 24	DAVIE, FL
15	LCE	METREON 15	SAN FRANCISCO, NY
16	LCE	PALISADES 21	WEST NYACK, NY
17	CENT	CENTURY 25	UNION CITY, CA
18	LCE	BOSTON COMMON 19	BOSTON, MA
19	AMC	HOFFMAN 22	ALEXANDRIA, VA
20	AMC	MERCADO 20	SANTA CLARA, CA
21	AMC	WILLOWBROOK 24	HOUSTON, TX
22	PACF	ARCLIGHT HOLLYWOOD 15	HOLLYWOOD, CA
23	AMC	AVENTURA MALL 24	AVENTURA, FL
24	MUVI	PALACE 20	BOCA RATON, FL
25	CPLX	PARAMOUNT CHINOOK 17	CALGARY, ALBERTA

Top 20 California Theatres
(1/7/05 through 9/26/05)

Rank	Circ	Theatre/Screen Count	Location
1	AMC	BURBANK 30	BURBANK
2	PACF	GROVE STADIUM 14	LOS ANGELES
3	REG	LONG BEACH STADIUM 26	LONG BEACH
4	AMC	BLOCK 30	ORANGE
5	REG	HACIENDA CROSSINGS 20	DUBLIN
6	CENT	DALY CITY 20	DALY CITY
7	REG	FRESNO STADIUM 21	FRESNO
8	LCE	METREON 15	SAN FRANCISCO
9	CENT	CENTURY 25	UNION CITY
10	AMC	MERCADO 20	SANTA CLARA
11	PACF	ARCLIGHT HOLLYWOOD 15	HOLLYWOOD
12	REG	IRVINE SPECTRUM 21	IRVINE
13	AMC	MISSION VALLEY 20	SAN DIEGO
14	PACF	WINNETKA ALL STADIUM 21	CHATSWORTH
15	AMC	ROLLING HILLS 20	TORRANCE
16	CENT	OAKRIDGE 20	SAN JOSE
17	PACF	GALLERIA STADIUM 21	SHERMAN OAKS
18	LCE	UNIVERSAL CITY 18	UNIVERSAL CITY
19	N AM	BRIDGE DE LUX 17	WESTCHESTER
20	AMC	ONTARIO MILLS 30	ONTARIO

Top 10 Nevada Theatres
(1/7/05 through 9/26/05)

Rank	Circ	Theatre/Screen Count	Zone
1	REG	TEXAS 18	LAS VEGAS
2	CENT	PARK LANE 16	RENO
3	CENT	ORLEANS 18	LAS VEGAS
4	CENT	SUNCOAST 16	LAS VEGAS
5	REG	SUNSET STATION 13	HENDERSON
6	REG	VILLAGE SQUARE 18	LAS VEGAS
7	CENT	CENTURY 14	SPARKS
8	REG	COLONNADE 14	LAS VEGAS
9	REG	GREEN VALLEY 10	HENDERSON
10	CENT	SAM'S TOWN 18	LAS VEGAS



Films To Video:
Projected Release Schedule
available at www.natocalnev.org

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PREVIEWS

National Association of
Theatre Owners
of California/Nevada

11661 San Vicente Blvd., Suite 830,
Los Angeles, CA 90049

ADDRESS SERVICE REQUESTED

Year-To-Date Box-Office

YEAR-TO-DATE 268 days starting Saturday, January 1, through Sunday, September 25, 2005
Average ticket price for 2005 is estimated

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Change vs. Previous Year	Attendance	% Change vs. Previous Year
2005	\$6.34	2.09%	\$6,662,842,058	-5.99%	1,050,921,460	-7.91%
2004	\$6.21	2.99%	\$7,087,162,372	2.78%	1,141,249,979	-0.20%
2003	\$6.03	2.65%	\$6,895,271,040	-	1,143,494,368	-

-Source: Exhibitor Relations Co.



“Hollywood and its product are the only unifying element in this cornucopia of technology.” “Don’t panic over the latest technological jargon. Embrace them, knowing that the only thing that gives it purpose is the kind of creative content we all produce.”

—Michael Eisner