

NATO of California/Nevada

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## CALENDAR of EVENTS & HOLIDAYS

**Valentine's Day**  
February 14

**President's Day**  
February 19

**Academy Awards  
presentation**  
February 25

**Daylight Saving  
Time Begins**  
March 11

**ShoWest**  
March 12-15

**St. Patrick's Day**  
March 17

**Spring Begins**  
March 21

**Passover**  
April 3-10

**Good Friday**  
April 6

**Easter**  
April 8

### Film Product Seminar

No. California April 12  
So. California April 17

## Spring/Summer Film Product Seminar Set for April

Be among the first to see the adventure, animation, drama and comedy that awaits the movie-going public this coming season. Attend the NATO of California/Nevada 2007 Spring/Summer Film Product seminar on Thursday, April 12<sup>th</sup> at the Regal Hacienda Crossing Theatre in Dublin or Tuesday, April 17<sup>th</sup> at Krikorian Premiere Theatres' Metroplex 18 At Buena Park Downtown.

The full day seminars will begin at 9:00 AM with a continental breakfast, continue in the auditorium at 10:00 AM where the marketing reps from the major studios will present upcoming promotions and product reels from their exciting spring and summer line-ups. A lunch break will allow time for meeting and visiting with other managers, followed by the concluding presentations and the ever-popular Goodie Bag distribution.

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. Reservation deadline is Friday, March 23<sup>rd</sup>. *See registration on page 2*



*Regal's Hacienda Crossing Theatre*



*Krikorian's Metroplex 18 at Buena Park*

## Regal's Curtis Ewing Joins Board of Directors



Curtis M. Ewing has joined the NATO of California/Nevada Board of Directors after receiving a unanimous vote from the NATO of California/Nevada Board of Directors at their recent January 18, 2007 meeting. Mr. Ewing replaces long time board member Neal Pinsker who resigned due to the time restraints of additional job responsibilities.

Mr. Ewing started in the motion picture theatre industry in 1981 with National Theatre Corporation out of Cleveland, Ohio and joined Regal in 1993. In 1995 he was promoted to Vice President of Operations-Western Region. He continues to supervise the southwestern states for Regal Entertainment Group

which includes California, Nevada, Colorado, Arizona and Hawaii, 129 locations and 1503 screens.

Mr. Pinsker in his letter of resignation expressed his regrets and extended praise to his fellow board members for their distinguished, dedicated and passionate efforts on behalf of the theatre industry. NATO of California/Nevada thanks Mr. Pinsker for his many years of service and participation on the board as well as the Association's Executive Committee. ▼

**Previews**  
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California/Nevada**

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**OFFICERS**

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*President & CEO*
- Raymond W. Syufy  
*Chairman*
- William F. Hertz, Sr.  
*Vice President*
- David Corwin  
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- Bruce Sanborn  
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- Bruce Coleman  
*Brenden Theatres*
- David Corwin  
*Metropolitan Theatres*
- Nora Dashwood  
*Pacific Theatres*
- Curtis M. Ewing  
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- Charlene Sievers  
*Director, Member Services*

# NATO of California/Nevada Board of Directors Meeting Held at the University of Southern California

NATO of California/Nevada held its semi-annual board meeting on the campus of University of Southern California in January, hosted by Elizabeth Daley, dean of the USC School of Cinema/Television. Dean Daley provided a tour of the school's Cinema/Television Department and presented the design plans for the new George Lucas Instructional Building, which will be completed in the Fall of 2008. Each year four students from the university's cinema/television school are selected to receive a \$6,250 scholarship from NATO of California/Nevada.



Attending the board meeting, as shown above, (from left to right, top row) President Milt Moritz; Chairman Emeritus Jerry Forman; Board Members Scott Lotter, Frank Rimkus, David Corwin, Dick Walsh, Kim Zolna, Alan Grossberg, Bruce Coleman, (bottom row) Bruce Sanborn, Chairman Ray Syufy and Bill Hertz. ▼

## Film Product Seminar Registration Form

April 12, 2007

April 17, 2007

**Regal's**

**Krikorian's**

**Hacienda Crossing Theatre**

**Metroplex 18 at Buena Park Downtown**

5000 Dublin Blvd., Dublin, CA 94568

8290 La Palma Ave., Buena Park, CA 90620

*Plenty of free parking is available at both locations.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Theatre Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Will attend: \_\_\_\_\_ No. Calif. \_\_\_\_\_ So. Calif.

FAX THIS COMPLETED FORM TO NATO of CA/NV: 310/460-2901 or submit requested information via email to Office@NATOCalNev.org

For more details call 310/460-2900

**All reservations are due by Friday, March 23rd**



## LABOR ISSUES & Updates

By: Janet Grumer, Davis Wright Tremaine LLP

# California Health Care for All Remains Illusive

Health insurance for all Californians is a laudable goal. But Governor Schwarzenegger's proposed health care reform proposal may not serve the theatre industry well. Details on the proposed plan are still slim, but the information released thus far indicates that the proposal would have a substantial effect on theatre owners in California. On the heels of the recent minimum wage increase of more than 11%, coupled with corresponding increases in Social Security, Medicare, and Workers Compensation insurance premiums, theatre employers will again need to reach into their pockets, without regard to the fact that many theatre employees already have health insurance through their parents' plans, other jobs, or schools.

The Governor has stated that his proposal will "reduce the hidden tax" that all Californians pay to provide medical services to uninsured individuals. If passed, it would require all employers with 10 or more employees to contribute 4% of payroll as a "fee" toward health insurance coverage for employees, regardless of whether its employees are insured under another plan outside of work or not. Doctors and hospitals would contribute 2% and 4% respectively.

The proposal would require all Californians to obtain health insurance coverage, and would require insurers to make coverage available to all. It would limit the ability of insurers to disqualify individuals based on pre-existing conditions and provide subsidies toward premium payments for lower-paid employees. But the proposal does not provide the type of "universal health insurance" that California workers may be expecting. The plan requires insurers to offer and allows employees to choose their coverage, but it includes no requirements concerning the types of coverage that insurers will be allowed to offer or limitations on the costs of coverage. Without such controls, many lower-paid employees may be forced to enroll in high-deductible plans. Such coverage will not make health care more accessible to these employees when they have an immediate need to visit a health care provider. Instead, lower-paid workers may be burdened by health insurance premiums, but still unable to afford basic health care, so many may still end up in emergency rooms for want of health care benefits.

Additionally, it is not clear how the state plans to enforce the requirement of obtaining health insurance in California. California requires automobile insurance already, yet it has been reported that 25% of California drivers carry none. Clearly, the Governor's plan needs more refining to provide the type of universal health insurance that Californians need, and that they can afford. NATO of CA/NV will provide additional information on the Governor's plan as it becomes available. ▼

*Janet Grumer is an associate in the law firm of Davis Wright Tremaine LLP and a former movie theatre executive whose practice focuses on theatre and retail clients, including employment and general litigation issues. She can be reached at 213/633-6866 or janetgrumer@dwt.com.*

## CO<sub>2</sub> Canister Safety

California Code of Regulations ("CCR") sections 2729-2732 require that businesses using CO<sub>2</sub> canisters with pressure greater than 200 cubic feet of gas report such use and develop a safety and training program that includes an emergency response plan. Such canisters are routinely used by theatres for carbonation of beverages at concession stands.

The required reporting forms must be submitted to the local Certified Unified Program Agency (CUPA) or the Administering Agency (AA), which are generally county agencies. Such agencies have developed forms and programs to assist businesses in complying with the CCR. Typically, CUPAs and AAs also will require businesses to provide a site map showing the location of the canisters.

To facilitate compliance, theatres should consider incorporating the required training and emergency response planning into their existing safety and evacuation and/or illness and injury prevention programs.



# What You Need to Know About FACTA (the Fair and Accurate Credit Transaction Act)



by Gregory F. Hurley, GT Orange County; and  
Kathleen E. Finnerty, Marc B. Koenigsberg GT Sacramento

FACTA is the Fair and Accurate Credit Transaction Act (Pub. L. 108-159, 111 Stat. 1952), a law designed to reduce the risk of consumer fraud and identity theft created by improper use or disposal of consumer credit information. FACTA amended the consumer protection provisions already present in the Fair Credit Reporting Act (15 U.S.C. §§ 1681-1681u) ("FCRA"). FACTA applies to every person and business in the United States. It requires the destruction of consumer information before it is discarded, and requires merchants who use credit card machines to ensure print-outs contain no more than the last five digits of the credit or debit card and to exclude the card's expiration date. (California's equivalent of these provisions is found in Civil Code section 1747.09).

Part of FACTA enforces the proper destruction of consumer information, such as name, address, social security number, and credit information. Also included in FACTA is the requirement to properly destroy data compiled from this information. Anyone in possession of any such information must take "reasonable measures" to protect against unauthorized access or use of the information in connection with its disposal. The Federal Trade Commission defines "reasonable measures" in this context to mean "burning, pulverizing, or shredding of papers containing consumer information" or entering into "a contract with another party engaged in the business of record destruction to dispose of material, specifically identified as consumer information, in a manner consistent with this rule."

Another part of FACTA prohibits any person who accepts credit or debit cards from printing the expiration date or more than the last five digits of the card on any terminal-generated receipt provided to the cardholder at the point of sale. Excluded from FACTA are transactions in which the sole means of recording the person's credit or debit card number is by handwriting or by an imprint or copy of the card. The legislative history for these provisions states the truncation provision was designed to protect consumers by limiting "the number of opportunities for identity thieves 'to pick off' key card account information."

Failure to comply with the law, even if unintentional, can sub-

ject the violator to substantial penalties and civil exposure. In some cases, consumers may be entitled to their actual damages as a result of a violation of the Act, as well as statutory damages of up to \$1,000 for each consumer affected by the violation of the Act. Additionally, class actions may be brought to enforce the provisions of the Act, in which the consumers seek massive statutory damages. Statutory provisions also allow for the imposition of punitive damages, and recovery of attorney fees and costs by successful plaintiffs.

Although the law was signed by President George Bush on December 4, 2003, different sections have had different effective dates. **The most important FACTA provision as it applies to merchants is that machine generated debit or credit card receipts printed after December 4<sup>th</sup>, 2006 can not contain more than the last 5 digits of the card, nor can they show the expiration date of the card.**

With the December 4, 2006, deadline having just recently passed, counsel for plaintiffs have wasted no time in filing lawsuits alleging violations of the FACTA amendments. Several class action lawsuits have been filed in California against business for alleged violations of FACTA. As of the date of publication businesses sued include FedEx Kinko's in the Central District Court in Orange County, and the Northern District Court in San Francisco. In-N-Out Burger and Bristol Farms Market in the Central District Court. Various theatre circuits have also been sued. All of these lawsuits allege the retailers provided plaintiffs with electronically printed receipts on which was printed more than the last five digits of the respective plaintiffs' credit or debit card numbers, and/or the expiration dates of the cards. **These claims are not limited to retailers, and any business that uses machine generated debit or credit card receipts can be subjected to these suits.** GT is working with several retailers nationwide on the FACTA requirements, and where necessary is helping businesses defend against these suits. ▼

*Mr. Hurley is a shareholder and chair of the litigation department for Greenberg Traurig's Orange County office. He can be reached at [HurleyG@GTLaw.com](mailto:HurleyG@GTLaw.com) or (714) 708- 6614 Ms. Finnerty is a shareholder and chair of the litigation department for Greenberg Traurig's Sacramento office where Mr. Koenigsberg is a senior associate. Ms. Finnerty can be reached at [FinnertyK@Gtlaw.com](mailto:FinnertyK@Gtlaw.com) or (916) 442-1111. They specialize in defending federal class action claims and have extensive experience advising and defending businesses from consumer claims brought under the Fair Credit Reporting Act. Greenberg Traurig is an international law firm with more than 1600 lawyers in 30 U.S. and international offices.*



National Association  
of Theatre Owners  
Of California/Nevada

# 2007 SCHOLARSHIP PROGRAM

**NOW**

UP TO TWENTY

# \$7,500

# SCHOLARSHIPS

available for post secondary or vocational education!

ADDITIONAL INFORMATION AND APPLICATIONS ARE AVAILABLE  
AT [WWW.NATOCALNEV.ORG/SCHOLARSHIP.HTML](http://WWW.NATOCALNEV.ORG/SCHOLARSHIP.HTML)

Applications must be postmarked or delivered to the  
NATO of CA/NV Office by **April 30, 2007.**

Scholarships will be announced in June, 2007

Scholarship  
Applications  
are due  
**April 30, 2007**

## Scholarship Appreciation

"NATO of CA/NV Scholarship Committee,

Reflecting on this past semester and all that I have learned, the wonderful experiences I've had, and the opportunities I've been given, I think of how grateful I am for NATO of CA/NV. I would have struggled extremely financially if I had not been blessed with this scholarship. Having six siblings and my father's income, college would not have been an option if I had not received outside help. I cannot thank you enough.

I now have started a new semester full of more opportunity

and learning. I am very excited and I anticipate continuing to use this scholarship well.

This scholarship opens many doors for students; it is a wonderful opportunity. I know that many others like me have been able to fulfill one of their dreams because of this organization."

Thank you again,  
(signed) Katherine Horne  
Fallon Theatres

# Theaters show improvement

## The Laemmle chain is expanding as community planners seek its art-house fare and upscale patrons.

*Reprint from The Los Angeles Times*

Robert Laemmle, who owns the largest chain of art-house movie theaters in Southern California, was eating lunch at a West Los Angeles restaurant recently when an elderly couple approached his table.

“You’re our salvation,” said Shirley Lewis, 79, gushing like a fan meeting a celebrity. “We don’t go anywhere else.”

Such reverence isn’t unusual from older couples, college students and other lovers of art-house fare, Laemmle said. For decades, the Los Angeles company presented alternatives to the Hollywood mainstream in theaters that were often off the beaten path and threadbare.

But lately, Laemmle Theatres has been going uptown. The chain has been attracting a new group of fans — community planners, developers and powerful homeowner associations — that has taken art houses from dusty afterthoughts to project anchors.

The theaters are in demand, not only for their highbrow offerings, but because they also attract an upscale, generally well-behaved crowd that can help set the tone for business developments.

“I never thought I’d see the day when they would be coming after us to put in theaters,” said Laemmle, 71, who has had an ownership stake in the family business since the early 1960s.

“It’s nice to be wanted.”

Laemmle (pronounced LEM-lee) art houses have opened or are about to open in several locales.

Pasadena wanted an art-house multiplex so badly for its Playhouse District — named for the historic Pasadena Playhouse — that it not only waived expensive zoning requirements but also bought adjacent land to put in a walkway. The theater opened in 1999 and now accounts for 20% of the chain’s total sales.

For a massive downtown renovation project in Claremont, the city specified in its developer agreement that a multiplex would be included “be operated primarily as an independent and arts cinema.” Now under construction, the theater is scheduled to open this summer.

And in North Hollywood, a seven-screen theater will be part of a recently announced \$100-million addition to the NoHo Commons development.

The Laemmle chain is not the only one to benefit from the newfound attractiveness of art houses. In West Los Angeles, a renovation project at the Westside Pavilion mall includes a 12-screen multiplex to be operated by Landmark Theatres, a nationwide chain owned by Internet billionaire Mark Cuban and partner Todd Wagner that often features independent and foreign films.

That project — scheduled to open in June — required a zoning change to include a theater. Randy Brant, head of development for mall owner Macerich Co., said approval for the change probably would have been impossible to achieve if the proposed theater were to show standard Hollywood flicks.

“The homeowners associations in that area are very actively concerned and vociferous,” Brant said. “They know their city council people and they visit them often.”

“They let us know they wanted a theater that showed art and independent films.”

For the Laemmle chain, which last year had nearly \$20 million in sales at its nine theaters and booking fees from six others, the newfound acceptance as a neighborhood enhancement takes the company back to its roots.

In 1938, Laemmle’s father, Max, and uncle Kurt bought their first movie theater located in the Highland Park neighborhood northeast of downtown. (Carl Laemmle, the founder of Universal Pictures, was a second cousin to the two men.) In this Golden Age of Hollywood, neighborhood theaters were a key component in the exhibition system and by the late 1940s the brothers had four more.

But competition from TV hit these local theaters hard and by the time Robert joined the family company, the chain had shrunk back to one theater.

Max Laemmle bought out his brother and began program-

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business  
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*continued from page 6*

ming mostly foreign films that appealed to an intellectual crowd. "My father loved the arts," Laemmle said, "and we were looking for a niche."

Because of competition from more prestigious area theaters that had first dibs on foreign imports, they further specialized by offering mini-festivals.

The creative programming was enough of a success to allow them to expand to other theaters. In the late 1960s they also caught a break when several of their competitors shifted to a different genre — pornography. It only increased with the release of "Deep Throat" in 1972.

"These theaters realized they could make a lot more money on these films," Laemmle said.

Laemmle was able to attract more A-list foreign films, and the chain kept expanding. But many of the acquisitions were castoffs at a time when multiplexes were coming into vogue. Some of the Laemmle venues were large, drafty and aging.

In some locales, such as Santa Monica and in downtown Los Angeles, the company built multiplex theaters where it sometimes mixed first-run titles with art-house fare. But in all cases, the theaters were leased.

The chance to own didn't arrive until the Pasadena Playhouse District project.

The district is east of the revived, highly popular Old Town area that has numerous upscale chain stores. Merchants in the artsy district wanted to share in the success, but remain a more quiet enclave. "They wanted to distinguish themselves as a destination," said John Andrews, the city's redevelopment director.

The spot for a theater was next to Vroman's Bookstore, the area's largest independent bookstore. Laemmle was

willing to build there, but not without concessions.

Among other matters, the city waived a zoning requirement that would have forced the company to establish extra parking near the new theater.

But the venue's success is derived not only from local fans of art-house movies, but also because there is relatively little competition, said Robert's son, Greg, who runs day-to-day operations and is heir apparent.

"It's just movie economics," said Greg, 41. "With little competition, we can get films like 'The Queen' that are so popular."

The Claremont project has been under discussion since the late 1990s. "We polled people here about what they wanted in the project, and time and time again they told us they wanted this kind of movie theater," said Brian Desatnik of the Claremont Redevelopment Agency.

In the midst of its greater acceptance, the chain one by one dropped its older, single-screen theaters. Although it books films into single-screen theaters, the only one it still operates is the Royal in West L.A. The offices of the company, which has 21 full-time employees, are above it.

The expansion is reminiscent of that of his father and uncle in the 1940s before they had to drastically cut back. And Laemmle knows a similar situation could play out.

"There is always the worry that a new technology could again impact the movie industry," he said.

Just ask the Lewises, the loyal film-going couple who approached him in the restaurant.

"We see a movie at least once a week," said Gershon Lewis, 82.

But they also are watching more foreign movies at home. "Now," Lewis said, "we have Netflix." ▼

## Orange Extends Deal to Provide Two-For-One Movie Tickets

The British wireless phone service Orange has extended a deal with major movie houses in the U.K. to provide two tickets for the price of one on Wednesday nights for anyone who dials the numbers 241 and sends a text message on their cell phones to their local theater. The promotion by the cell-phone company, which is owned by France Telecom but headquartered in the U.K., has been highly visible in movie theaters during the ad blocs that run on screen prior to the features. Orange said that more than 90 percent of British theaters are participating in the Wednesday-night offer. Traditionally, Wednesday night in the U.K. is the slowest night of the week for movie ticket sales.



# 2006 Top Grossing Theatres Nationally

2006 Ranking	2005 Ranking	Circuit	Theatre/# of Screens	City
1	1	AMC	Empire 25	New York, NY
2	2	AMC	Burbank 30	Burbank, CA
3	3	Pacific	Grove Stadium 14	Los Angeles, CA
4	4	Muvico	Egyptian 24	Hanover, MD
5	7	AMC	Lincoln Square 13	New York, NY
6	5	Regal	Union Square 14	New York, NY
7	6	Regal	Long Beach Stadium 26	Long Beach, CA
8	9	Regal	Hacienda Crossings 20	Dublin, CA
9	14	Regal	Fresno Stadium 21	Fresno, CA
10	8	AMC	The Block 30	Orange, CA
11	17	Pacific	Arclight 15	Hollywood, CA
12	10	Cinemark	Daly City 20	Daly City, CA
13	25	Regal	Irvine Spectrum 21	Irvine, CA
14	19	Cinemark	Century 25	Union City, CA
15	23	AMC	Aventura Mall 24	Aventura, FL
16	16	AMC	Paradise Park 24	Davie, FL
17	11	AMC	Pleasure Island 24	Orlando, FL
18	18	AMC	Palisades 21	West Nyack, NY
19	21	Muvico	Palace 20	Boca Raton, FL
20	15	AMC	Boston Common 19	Boston, MA
21	22	AMC	Century City 25	Los Angeles, CA
22	26	Cinemark	Rio 24	Albuquerque, NM
23	27	AMC	Neshaminy 24	Bensalem, PA
24	29	Pacific	Winnetka Stadium 21	Chatsworth, CA
25	33	AMC	Sunset Place 24	Miami, FL
26	22	AMC	Mercado 20	Santa Clara, CA
27	13	AMC	Metreon 15	San Francisco, CA
28	31	AMC	Tyson's Corner 16	McLean, VA
29	36	AMC	Gulf Pointe 30	Houston, TX
30	35	Pacific	Galleria Stadium 21	Sherman Oaks, CA
31	31	AMC	Mission Valley 20	San Diego, CA
32	30	Cinemark	Oakridge 20	San Jose, CA
33	47	AMC	Clifton Commons 16	Clifton, NJ
34	42	Regal	Sheepshead Bay 14	Brooklyn, NY
35	38	AMC	River East 21	Chicago, IL
36	39	Harkins	Superstition Springs 25	Mesa, AZ
37	20	AMC	Willowbrook 24	Houston, TX
38	41	AMC	Mesa Grande 24	Mesa, AZ
39	12	Regal	E-Walk 13	New York, NY
40	43	AMC	Ontario Mills 30	Ontario, CA
41	44	AMC	Deer Valley 30	Phoenix, AZ
42	37	Nat'l Amuse.	Showcase 16	Randolph, MA
43	34	AMC	Rolling Hills 20	Torrance, CA
44	47	Regal	So. Gate Stadium 20	South Gate, CA
45	28	AMC	Westminster 24	Westminster, CO
46	50	Harkins	Arizona Mills 24	Tempe, AZ
47	51	Regal	New Roc City 18	New Rochelle, NY
48	48	Nat'l Amuse.	Bridge de Lux 17	Los Angeles, CA
49	53	Regal	Greenway Plaza Stadium 24	Houston, TX
50	54	AMC	Barrington 30	So. Barrington, IL

# S T A T I

## 2006 Ranking by Top Screen Average (Multiple Screens)

Rank	City/State	Theatre	#Screens	Circuit
1	Los Angeles, CA	Grove Stadium	#14	Pacific
2	New York, NY	Lincoln Square	#13	AMC
3	New York, NY	Union Square	#14	Regal
4	Riverside, CA	Van Buren D/1	# 3	De Anza
5	New York, NY	Empire	#25	AMC
6	Hollywood, CA	Arclight	#15	Pacific
7	New York, NY	College Point	#12	Nat'l Amusement
8	New York, NY	E-Walk	#13	Regal
9	New York, NY	Orpheum	# 7	AMC
10	New York, NY	Angelika Film Center	# 6	City Cinemas
11	New York, NY	Lincoln Plaza	# 6	LCA
12	Los Angeles, CA	Century City	#15	AMC
13	Brooklyn, NY	Sheepshead Bay	#14	Regal
14	San Francisco, CA	Metreon	#15	AMC
15	New York, NY	86 <sup>th</sup> Street East	# 4	City Cinemas
16	Dublin, CA	Hacienda Crossings	#20	Regal
17	New York, NY	84 <sup>th</sup> Street	# 6	AMC
18	Brooklyn, NY	Court Street	#12	Regal
19	New York, NY	Cinemas 1, 2 & 3	# 3	City Cinemas
20	McLean, VA	Tyson's Corner	#16	AMC



**S T I C S**

**2006 Top Grossing California Theatres**

2006 Ranking	2005 Ranking	Circuit	Theatre/# of Screens	City
1	1	AMC	Burbank 30	Burbank
2	2	Pacific	Grove Stadium 14	Los Angeles
3	3	Regal	Long Beach Stadium 26	Long Beach
4	5	Regal	Hacienda Crossing 20	Dublin
5	8	Regal	Fresno Stadium 21	Fresno
6	4	AMC	The Block 30	Orange
7	9	Pacific	Arclight 16	Hollywood
8	6	Cinemark	Daly City 20	Daly City
9	12	Regal	Irvine Spectrum 21	Irvine
10	10	Cinemark	Century 25	Union City
11	(1)	AMC	Century City 15	Los Angeles
12	13	Pacific	Winnetka Stadium 21	Chatsworth
13	11	AMC	Mercado 20	Santa Clara
14	7	AMC	Metreon 15	San Francisco
15	17	Pacific	Galleria Stadium 21	Sherman Oaks
16	15	AMC	Mission valley 20	San Diego
17	14	Cinemark	Oakridge 20	San Jose
18	21	AMC	Ontario Mills 30	Ontario
19	16	AMC	Rolling Hills 20	Torrance
20	24	Regal	So. Gate Stadium 20	South Gate
21	19	Natl. Amuse.	Bridge de Lux	Los Angeles
22	22	Regal	Ontario Palace 22	Ontario
23	18	AMC	Universal City 18	Universal City
24	25	AMC	Puente Hills 20	Rowland Heights
25	(2)	Cinemark	Century 20	Huntington Beach

(1) Opened 12/14/2005

(2) Opened 11/18/2005

**2006 Top Grossing Nevada Theatres**

2006 Ranking	2005 Ranking	Circuit	Theatre/# of Screens	City
1	2	Cinemark	Park Lane 16	Reno
2	(*1)	Cinemark	Santa Fe Station 16	Las Vegas
3	(*2)	Regal	Red Rock Station 16	Las Vegas
4	1	Regal	Texas 18	Las Vegas
5	6	Regal	Sunset Station 13	Henderson
6	8	Cinemark	Century 14	Sparks
7	3	Cinemark	Orleans 18	Las Vegas
8	10	Regal	Green Valley 10	Henderson
9	4	Cinemark	Suncoast 16	Las Vegas
10	(*3)	Cinemark	South Coast 16	Las Vegas
11	12	Brenden	Palms 14	Las Vegas
12	11	Cinemark	Sam's Town 18	Las Vegas
13	7	Regal	Colonnade 14	Las Vegas
14	13	Regal	Boulder Station 11	Las Vegas
15	14	Cinemark	Riverside 12	Reno

(\*1) Opened 5/13/05

(\*2) Opened 4/21/06

(\*3) Opened 12/22/05

**2006 Top Grossing Large Format Theatres**

Rank	City/State	Theatre	Circuit
1	New York, NY	Lincoln Square IMAX	AMC
2	Chicago, IL	IMAX at Navy Pier	Independent
3	Reading, MA	Comcast IMAX 3-D	Independent
4	West Nyack, NY	IMAX at Palisades Center	Independent
5	Dearborn, MI	Henry Ford IMAX	Independent
6	Atlantic City, NJ	Tropicana IMAX	Independent
7	Seattle, WA	Boeing IMAX at Science Center	Independent
8	San Francisco, CA	Metreon IMAX	AMC
9	Fort Lauderdale, FL	Blockbuster IMAX at Museum of Discovery	Independent
10	Chattanooga, TN	Tennessee Aquarium IMAX	Independent

## TRENDS AT A GLANCE

**Average opening weekend:**

2006 - \$16.9  
2005 - \$17.6  
2004 - \$18.8

**Average second-weekend % drop:**

2006 - 43%  
2005 - 45%  
2004 - 44%

**Debuts of more than \$40 million:**

2006 - 13  
2005 - 13  
2004 - 14

**Average # of theatres on opening weekend:**

2006 - 2,543  
2005 - 2,591  
2004 - 2,573

**Wide releases (More than 1,000 theatres, including ultra wide)**

2006 - 160  
2005 - 145  
2004 - 143

**Debuts of more than \$60 million:**

2006 - 5  
2005 - 5  
2004 - 6

**Per-theatre average:**

2006 - \$6,673  
2005 - \$6,782  
2004 - \$7,297

**Ultra wide releases:  
(More than 3,000 releases)**

2006 - 52  
2005 - 55  
2004 - 42

All film comparisons are for wide releases only.  
(More than 1,000 theatres)

\$ in millions, except for per-theatre average.

Source: *The Hollywood Reporter*

## 2006 Box-Office Finals

YEAR-TO-DATE 365 days starting Sunday, January 1, through Sunday, December 31, 2006

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Change vs. Previous Year	Attendance	% Change vs. Previous Year
2006	\$6.51	1.56%	\$9,135,502,185	2.13%	1,403,302,947	0.56%
2005	\$6.41	3.22%	\$8,945,298,267	-6.14%	1,395,522,351	-9.07%
2004	\$6.21	2.99%	\$9,530,729,745	-	1,534,739,089	-

-Source: *Exhibitor Relations Co.*

## Oscar<sup>®</sup> Statuettes to Be Displayed in Hollywood February 9 - 24, 2007

Fifty Oscars, four statuettes that belonged to a Hollywood legend, two Testimonial Awards and one statuette for the public to hold will be on display at "Meet the Oscars, Los Angeles," located on the third level of the Hollywood & Highland Center<sup>®</sup> beginning on Friday, February 9, at 10 a.m. The exhibition will continue through Saturday, February 24. The exhibit will be open Sunday through Thursday from noon to 8 p.m., and Fridays and Saturdays from 10 a.m. to 8 p.m. While the Oscars destined for the 79th Academy Awards will leave the exhibition on the morning of the 24th, the other displays will remain open to the public until 5 p.m. that day.

"Meet the Oscars, Los Angeles" will provide visitors the opportunity to see the actual Oscars that will be handed out at

the 79th Academy Awards<sup>®</sup> ceremony, including the Honorary Academy Award<sup>®</sup> to be presented to composer-conductor Ennio Morricone and the Jean Hersholt Humanitarian Award to be presented to former Paramount Pictures chairman Sherry Lansing. Also on display will be the "stages of Oscar" production versions and the statuettes that were awarded to screen legend Katharine Hepburn for her performances in *Morning Glory* (1932/33), *Guess Who's Coming to Dinner* (1967), *The Lion in Winter* (1968) and *On Golden Pond* (1981).

Each Oscar weighs in at 8½ pounds and stands 13½ inches tall. Handmade annually by R.S. Owens & Company in Chicago, the statuettes are made of britannia, a metal alloy, and are plated in copper, nickel, silver and 24-karat gold. ▼

## Academy Award<sup>®</sup> Contest

NATO of California/Nevada is once again sponsoring an Academy Awards<sup>®</sup> Contest, open only to employees of NATO of California/Nevada members. The winner will be selected based upon the most correct answers; in case of a tie, the prize, a selection of DVDs representing the favorite movies of 2006, will be awarded based upon order of receipt of entry in the NATO of CA/NV office.

Fill in your choices and return to the NATO of CA/NV office by Friday, February 23, 2007. Only one entry per person, the first one submitted, will be accepted

1. Best Motion Picture of the year
  - "Babel"
  - "The Departed"
  - "Letters from Iwo Jima"
  - "Little Miss Sunshine"
  - "The Queen"
2. Actor in a leading role
  - Leonardo DiCaprio in "Blood Diamond"
  - Ryan Gosling in "Half Nelson"
  - Peter O'Toole in "Venus"
  - Will Smith in "The Pursuit of Happyness"
  - Forest Whitaker in "The Last King of Scotland"
3. Actress in a leading role
  - Penélope Cruz in "Volver"
  - Judi Dench in "Notes on a Scandal"
  - Helen Mirren in "The Queen"
  - Meryl Streep in "The Devil Wears Prada"
  - Kate Winslet in "Little Children"
4. Actor in a Supporting Role
  - Alan Arkin in "Little Miss Sunshine"
  - Jackie Earle Haley in "Little Children"
  - Djimon Hounsou in "Blood Diamond"
  - Eddie Murphy in "Dreamgirls"
  - Mark Wahlberg in "The Departed"
5. Actress in a Supporting Role
  - Adriana Barraza in "Babel"
  - Cate Blanchett in "Notes on a Scandal"
  - Abigail Breslin in "Little Miss Sunshine"
  - Jennifer Hudson in "Dreamgirls"
  - Rinko Kikuchi in "Babel"
6. Achievement in Directing
  - Alejandro González Iñárritu, "Babel"
  - Martin Scorsese, "The Departed"
  - Clint Eastwood "Letters from Iwo Jima"
  - Stephen Frears, "The Queen"
  - Paul Greengrass, "United 93"
7. Original Screenplay
  - "Babel"
  - "Letters from Iwo Jima"
  - "Little Miss Sunshine"
  - "Pan's Labyrinth"
  - "The Queen"
8. Achievement in film editing
  - "Babel"
  - "Blood Diamond"
  - "Children of Men"
  - "The Departed"
  - "United 93"
9. Achievement in cinematography
  - "The Black Dahlia"
  - "Children of Men"
  - "The Illusionist"
  - "Pan's Labyrinth"
  - "The Prestige"
10. Achievement in art direction
  - "Dreamgirls"
  - "The Good Shepherd"
  - "Pan's Labyrinth"
  - "Pirates of the Caribbean: Dead Man's Chest"
  - "The Prestige"
11. Achievement in costume design
  - Yee Chung Man, "Curse of the Golden Flower"
  - Patricia Field, "The Devil Wears Prada"
  - Sharen Davis, "Dreamgirls"
  - Milena Canonero, "Marie Antoinette"
  - Consolata Boyle, "The Queen"
12. Achievement in makeup
  - "Apocalypto"
  - "Click"
  - "Pan's Labyrinth"
13. Achievement in sound mixing
  - "Apocalypto"
  - "Blood Diamont"
  - "Dreamgirls"
  - "Flags of Our Fathers"
  - "Pirates of the Caribbean: Dead Man's Chest"
14. Achievement in visual effects
  - "Pirates of the Caribbean: Dead Man's Chest"
  - "Poseidon"
  - "Superman Returns"
15. Music in connection with motion picture (Original Song)
  - "I Need to Wake Up" from "An Inconvenient Truth"
  - "Listen" from "Dreamgirls"
  - "Love You I Do" from "Dreamgirls"
  - "Our Town" from "Cars"
  - "Patience" from "Dreamgirls"
16. Best foreign language film
  - "After the Wedding", Denmark
  - "Days of Glory (Indigenes)", Algeria
  - "The Lives of Others", Germany
  - "Pan's Labyrinth", Mexico
  - "Water", Canada

Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Fax completed entry to 310/460-2901  
or mail to National Association of  
Theatre Owners of California/Nevada,  
Attn: Academy Contest,  
11661 San Vicente Blvd., Suite 830,  
Los Angeles, CA 90049.

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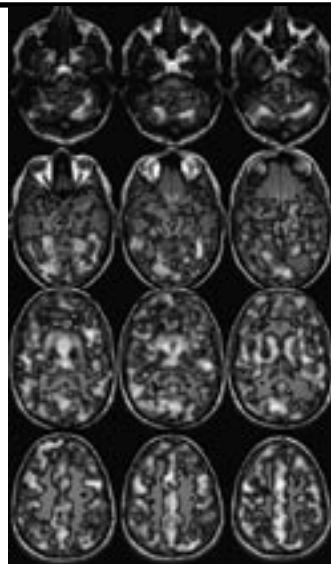
**Statistics**

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## Health Tips

Following these tips may help you keep your mind active and alert by protecting and strengthening your synapses:

- Reduce Stress: Make time for leisure activities. Learn relaxation techniques such as meditation. Cut down on unnecessary responsibilities and avoid over-scheduling.
- Stimulate your brain: Avoid routine. Enjoy new sensory experiences. Challenge your mind and body with new situations.
- Exercise: A brisk walk or other cardiovascular workout oxygenates the brain and promotes brain growth factors.
- Challenge your mind: Tackle puzzles, games and demanding intellectual tasks. Make an effort to learn new information through classes or reading.
- Stay healthy: Eat a nutritious diet, get adequate sleep, don't smoke, and if you use alcohol, drink in moderation. Avoid exposure to toxins.



Source: Massachusetts General Hospital *Mind, Mood & Memory*