

all following not complete

less than pay to

NATO

MEMO to NATO Members

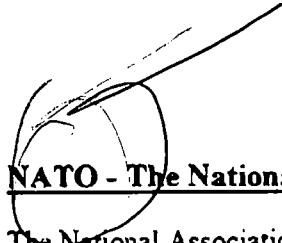
1. Announce training session at annual meeting with PTA or some good group participating.
2. Urge owners to card kids for R rated movies.
3. Partner with community groups in your area to be family friendly
4. Honor theater owners at annual meeting for enforcing the rating systems as part of the community

*Make money
kids
Klusion
Video*

*① Parity
① Conf.
③ Shym / 800st
④*

*1. Carcinoma
2. FTE Shym
3. entertainment industry
4. ~~theater~~ theater
5. Budget cuts*

*① Copyright to the
② Mueshy
③*



NATO - The National Association of Theatre Owners

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 19,000 movie screens in all 50 states and in more than 20 countries worldwide. It represents the world's largest cinema chains and hundreds of independent theatre owners.

4605 Lankershim Blvd., Ste 340, North Hollywood, CA 91602.

Washington DC representation:

Galland Kharasch & Garfinkle: (Steven J. Fellman) 202-342-5200

Patton Boggs: (Lawrence Duncan III, John Fithian, Elena Giberger, Elizabeth Schubert) 457-6000

Top Five Cinema Circuits

- | | | | |
|----|--|-----------------------|-------------------|
| 1. | Regal Cinemas
President and CEO: Mike Campbell
Based in Knoxville, TN | Screens: 3,672 | Sites: 406 |
|----|--|-----------------------|-------------------|

One of the fastest growing US theater chains, with revenue rising 56% annually. Employs over 18,000 people.

- | | | | |
|----|--|-----------------------|-------------------|
| 2. | Loews Cineplex
President and CEO: Lawrence J. Ruisi
Based in New York, NY | Screens: 2,764 | Sites: 408 |
|----|--|-----------------------|-------------------|

Loews Cineplex Entertainment Corporation is the world's largest publicly traded theatre exhibition company in terms of revenues and operating cash flow; recently merged with Cineplex Odeon

- | | | | |
|----|--|-----------------------|-------------------|
| 3. | Carmike Cinemas
Based in Columbus, GA. | Screens: 2,750 | Sites: 481 |
|----|--|-----------------------|-------------------|

- | | | | |
|----|--|-----------------------|-------------------|
| 4. | AMC Ent. Inc.
Based in Kansas City, MO | Screens: 2,644 | Sites: 230 |
|----|--|-----------------------|-------------------|

Currently being sued by the US DoJ for not providing wheelchair accessible stadium style seats.

- | | | | |
|----|---|-----------------------|-------------------|
| 5. | United Artists
Based in Englewood, CO | Screens: 2,210 | Sites: 325 |
|----|---|-----------------------|-------------------|

United Artists will soon be merged into Regal Cinemas by the companies' owners Hicks Muse Tate & Furst and Kohlberg Kravis Roberts.

These top five sites own and operate nearly 50% of all movie theaters in the US.

NATO

BILL ~~TE~~ KMR-702-IAN

925-020-2110
or
925-030-2320
NATO

5/11/99

• Richard Mosk - Co-Chair - rating admin.
applies 818-995-6600

Some confusion - centers around R picture
1/2 of all movies - signs kid

• enforcing

• all advertising MPAA
one-sheets Beth Le Hard MPAA
818-995-6600
"appropriate for a general audience"
"green box" → red box trailers
works up sketches.

Friedman Friday → serve new menu