

SCREENVISION®  PRESENTS

THE INSIDERS BALL



a
Look
at the
Titles,
Talents

and Trends

Shaping the

Motion Picture Industry

in the Year Ahead

February 8, 2005, 4pm

at the Ziegfeld Theatre

Featured Guests:

James Lipton

Famed host of 'Inside the Actors Studio' on Bravo
Dean Emeritus of The Actors Studio Drama School of New School University

Fred Nelson

Vice President, Editorial Development, Entertainment Weekly

Morten Gotterup

Senior Vice President and General Manager, Clearview Cinemas

James Yaffe

Managing Partner, Endeavor Marketing Solutions

Jon Kamen

Chairman and CEO, @radical.media

**THE
INSIDERS
BALL** 



Dear Friends:

Thank you for joining Screenvision at the premiere of "The Insiders' Ball."

The mission of this event is to create a time and place in New York City for the annual celebration and exploration of the movie business. An event for and by *insiders*. Today you will hear from a distinguished group of your peers as they offer their diverse views and insights on the year ahead in the business of film.

Our sincere thanks to James Lipton, Fred Nelson, Morten Gotterup, James Yaffe and Jon Kamen for making our inaugural event so special. We hope you find today's presentation an exciting and captivating experience.

We look forward to seeing you here again next year.

Regards,

A handwritten signature in black ink that reads "Matthew Kearney". The signature is written in a cursive, flowing style.

Matthew Kearney
CEO, Screenvision



James Lipton

Famed host of
'Inside the Actors Studio' on Bravo
Dean Emeritus
of The Actors Studio Drama School
of New School University

James Lipton has interviewed more than 170 contemporary film, theater and television talents as host of Bravo's 'Inside the Actors Studio.'

An accomplished actor, director, choreographer, producer and writer, Mr. Lipton created what has been referred to as "a unique archive" of in-depth looks at the craft of acting, directing and writing. The extensive information he compiles during the two weeks required for each interview is the basis for his questions, which are printed from his computer on the 300 to 400 blue cards for which the show has become noted.

Both as a writer and as a producer, Mr. Lipton has brought more than 25 variety specials, movies and performing arts programs to television. His affiliations include ABC, CBS, NBC, Showtime, Dick Clark Cinema and Aaron Spelling Productions, and his specials include Jimmy Carter's Inaugural Gala, the first gala ever televised.

As a playwright and lyricist, his Broadway accomplishments include the book and lyrics to 'Nowhere to Go but Up' and 'Sherry!', the cast album of which is currently in record stores, starring Nathan Lane, Bernadette Peters, Carol Burnett, Tommy Tune and Mike Myers. He is also the author of the best-selling book *An Exaltation of Larks*, which has become a publishing classic.

As vice president of the board of The Actors Studio, Mr. Lipton created the Actors Studio Drama School of New York City's New School University with his colleagues and served as its dean for ten years. He is now Dean Emeritus of the school, which is the largest graduate drama school in America. He also created 'Inside the Actors Studio,' which is seen in 76 million American homes on Bravo, as well as in 125 countries, and has received nine consecutive Emmy Award nominations.

Mr. Lipton is a Chevalier of the Order of Arts and Letters of France.

THE
INSIDERS
BALL



Fred Nelson
Vice President, Editorial
Development

Fred Nelson joined Entertainment Weekly in February 1998 as Vice President of Marketing. Five months later, he was named Vice President of Marketing and Promotion. He was promoted in June 2001 to be the Associate Publisher, Marketing and Promotion. In February 2004, he moved into his current position as Vice President, Editorial Development of Entertainment Weekly. As Vice President of Editorial Development, Nelson reports jointly to President Andy Sareyan and Managing Editor Rick Tetzeli, and focuses on extending the magazine's core editorial franchises, including The Must List, Pop Culture Quiz, Four Movie Preview issues, and the monthly extended music supplement Listen2This. Nelson helps translate editorial features into marketing platforms for the advertising sales staff, and spends half his time in Los Angeles, continuing to raise the magazine's West Coast profile.

Nelson began his career at Leo Burnett in Chicago. After serving as Associate Midwest Ad Manager for Esquire, Nelson returned to Burnett as Senior Account Executive in their integrated marketing department. Nelson's Time Inc. career began in corporate marketing as Midwest Sales Development Manager in Chicago. Nelson is a native of Kansas and a graduate of the University of Notre Dame. He currently resides in Manhattan and Los Angeles.



Morten B. Gotterup
Senior Vice President
and General Manager
Clearview Cinemas

Morten B. Gotterup is the Senior Vice President and General Manager of Clearview Cinemas, a subsidiary of Cablevision. Clearview is the second largest operator of movie theatres in the New York metro market with 53 theatres and 264 screens.

Previously, Morten served as Clearview's Vice President of Marketing and Business Development where he was responsible for consumer marketing, screen advertising, sponsorships and initiatives with other Cablevision properties. Prior to joining Clearview Cinemas, he was Chief Operating Officer of Xpressreturns, Inc., a return concierge service for Internet and catalog businesses. Before that he spent five years with MovieFone, Inc. as Vice President of Sales working with national theatre chains and motion picture studios.

Morten received his master's degree in international business management from Pepperdine University and his undergraduate degree from St. Mary's College of California. Currently, Morten sits on the Board of Directors for the National Association of Theatre Owners. He is also a board member for 'Variety,' the Children's Charity and is on the Board of Trustees for the Riverview Medical Center and the Monmouth County YMCA.

Morten resides in Little Silver, New Jersey with his wife and 3 children.



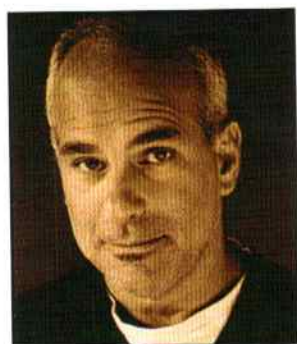
James Yaffe

Managing Partner, Endeavor
Marketing Solutions

James Yaffe joined the Endeavor Talent Agency in 2001 to launch Endeavor Marketing Solutions (EMS), the Agency's corporate consulting division. As a talent agency, Endeavor represents leading actors, writers, directors and production companies throughout the media and entertainment world. Yaffe has built EMS by managing corporate clients (American Express, Mills Corporation, Entertainment Weekly, Mattel) and delivering integrated marketing solutions to enable these clients to build their business and create stronger customer relationships. At EMS, Yaffe has developed strategic alliances with key companies in the licensing and merchandising, youth culture marketing and custom publishing businesses.

As a profitable division within Endeavor, Yaffe has also developed a brand lab that creates new businesses. Two prime examples are the PussyCat Dolls and BP Solar Neighbor Program. Yaffe has been instrumental in helping Endeavor core clients expand their businesses - like Scout Productions - 'Queen Eye For the Straight Guy' - book and music publishing. Before being recruited to Endeavor, Yaffe was guiding several businesses in the media/technology space.

Yaffe holds a Bachelor of Arts degree in economics, marketing and communications from the University of Michigan. He was also the captain of the golf team at Michigan.



Jon Kamen

Chairman & CEO
@radical.media

Jon Kamen is Chairman and CEO of @radical.media, a global media and entertainment company that is one of the industry's leading producers of television commercials. Building on this position, @radical has become one of advertising's premiere producers of branded content and sponsored entertainment. The company has also diversified into the production of television programming, feature films, music programming, photography and live entertainment.

Notable @radical.media entertainment productions include the Academy Award-winning 'Fog of War,' the two-time Grammy-nominated multi-Platinum selling 'Concert for George,' Jay-Z's film 'Fade to Black,' and the critically acclaimed feature 'Metallica: Some Kind of Monster,' recently released to the home video market. It's most recent entertainment project, a film version of the Off-Broadway play 'The Exonerated,' was co-produced by @radical and directed by Bob Balaban. It premiered last month on Court TV.

An authority on advertising and media trends, Jon is a frequent contributor to news and analysis articles on developments in branded content. As a result, @radical.media has been increasingly sought out by major ad agencies and marketers to consult on the growing convergence of advertising and entertainment.



you ought to **be in pictures**

 **SCREENVISION**[®] is the leading provider of cinema advertising, helping brands leverage the magic and star power that drives consumers to the theatres all year round.

To put your brand on the silver screen,
contact Screenvision today.

NEW YORK

212-497-0412

CHICAGO/DETROIT

312-988-7113

LOS ANGELES

310-656-8080



SCREENVISION® 