

BusinessWeek

MovieTickets.com Announces Sponsorship of 'Made In Hollywood'

LOS ANGELES, Sept. 24 /PRNewswire/ -- MovieTickets.com, the world's most powerful Internet movie ticketing service, announces that it has signed an agreement with Connection III Entertainment Corp., to sponsor its weekly TV entertainment news magazine series, "Made in Hollywood." The deal will integrate MovieTickets.com branded segments into each "Made in Hollywood" episode, while cross-promoting "Made In Hollywood" branded content with MovieTickets.com.

Currently in its fourth hit season in national syndication, "Made in Hollywood" features exclusive celebrity interviews and star profiles, on-set coverage with directors, writers and producers and previews of upcoming motion picture and DVD releases, focusing on "how" movies are "Made In Hollywood." MovieTickets.com will center its branded segments around new theatrical releases. In addition, both brands will cross-promote each other on their respective Web sites at www.movietickets.com and www.madeinhollywood.tv.

"MovieTickets.com seeks to align ourselves with properties that are relevant and appropriate to our audience, and we've found that with 'Made in Hollywood,'" said Walt Borchers, senior vice president, sales and marketing, for MovieTickets.com. "We look forward to the added exposure and cache that 'Made in Hollywood' will bring to our brand."

"Made in Hollywood" reaches 78.9 million homes with a Gross Average Audience of 4.4 million viewers. Connection III has sold its weekend series in over 75% of US television households, including 55 of the top 60 markets with stations in the CBS, ABC, Hearst-Argyle, Belo, McGraw Hill, Gannett, and Sinclair broadcast groups.

"We're excited about 'Made In Hollywood's' upcoming new season and the launch of our broadcast & online partnership with MovieTickets.com," says Cleveland O'Neal, Founder, President & C.E.O. of Connection III Entertainment Corp. "Our brands complement each other perfectly, offering unlimited cross promotion, brand integration and strategic marketing potential."