



## MovieTickets.com Announces Sponsorship Of Made In Hollywood

September 24, 2008:

LOS ANGELES -- 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 <http://www.movietickets.com/> and <http://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."

MovieTickets.com

MovieTickets.com ( <http://www.movietickets.com/> ), the world's most powerful Internet movie ticketing service, offers moviegoers a convenient way to buy movie tickets in advance. MovieTickets.com enables consumers to buy tickets online for movie screens across the United States, as well as in Canada at [MovieTickets.ca](http://www.movietickets.ca); in the U.K. at [MovieTickets.co.uk](http://www.movietickets.co.uk); in Ireland at [MovieTickets.ie](http://www.movietickets.ie); from any Internet-enabled wireless device at [mobile.MovieTickets.com](http://mobile.movietickets.com); and from any phone at 877-789-MOVIE. Formed in 2000, MovieTickets.com is a joint venture between AMC Entertainment, Hollywood Media Corp., National Amusements, Famous Players, Marcus Theatres, Viacom and America Online, and leverages the collective theater chain expertise to deliver consumers a premium movie ticketing experience. Its elite collection of partner theaters consistently represents over 50 percent of the top 50 and over 50 percent of the top 100 grossing theaters in North America on any given weekend. The MovieTickets.com theater chain group, which includes 133 theater chains, is about five times the number of chains of its nearest competitor.

About Connection III Entertainment Corp.

Connection III Entertainment Corp. ( <http://www.connection3.com/> ), is an Emmy-nominated media producer-syndicator whose global reach has expanded annually for the past 15 years. The multi-faceted media company has gained acclaim for the development and production of its original motion picture and television programming distributed across a variety of network, cable and major studio licensees including

HBO, Lifetime, CBS-TV, Starz, ABC Family, UPN, BMG Video, MCA/Universal, Orion Pictures, and Lionsgate. Corporate sponsors and national advertisers of Connection III's award-winning original media content include Procter & Gamble, Wal-Mart, Kraft and Johnson & Johnson.

Source: PR Newswire