



NEWS RELEASE

CINEMA EXPO TO HONOUR WALT DISNEY MOTION PICTURES INTERNATIONAL'S DANIEL FRIGO AS 2009 DISTRIBUTOR OF THE YEAR

FOR IMMEDIATE RELEASE

May 26, 2009

NEW YORK - Cinema Expo International will honour Walt Disney Studios Motion Pictures International's Daniel Frigo, EVP and General Manager, EMEA (Europe, the Middle East, Africa) and the UK, as the 2009 International Distributor of the Year, it was announced by Mitch Neuhauser, Co-Managing Director of the event. Mr. Frigo will receive his honour as part of the Cinema Expo Awards Ceremony on Wednesday, June 24th at the Amsterdam RAI Exhibition & Congress Centre.

"It is a great honour for Cinema Expo to be able to single out Daniel for all he has done throughout his career as one of the most respected and admired International Distribution Executives in the business " noted Neuhauser. "You could not ask for a more dedicated leader whose passion and commitment to both his company and the industry has helped bring film to so many moviegoers around the world"

Daniel Frigo's distinguished career with The Walt Disney Company began in 1992 when he was hired from UCLA's Anderson School of Management by Anthony Marcoly to help build the Walt Disney Studios Motion Pictures (WDSMP) first International Feature Film Distribution Division. In 1994, after two and a half years in the Company's Burbank Headquarters, Frigo was promoted and sent to London to work with Europe's then General Manager, Stuart Salter, to assist with the coordination and oversight of the WDSMP Sales Division for EMEA. In 1999, Daniel was promoted to VP of Sales and Marketing for WDSMP EMEA. Shortly thereafter, in 2001, he was promoted to Senior Vice President and Assistant General Manager for the same division, followed by his promotion to General Manager in 2005, upon Mr. Salter's retirement. Further success followed with his promotion in 2008 to Executive Vice President and General Manager for WDSMP EMEA. And recently, in 2009, in addition to his current role as EVP/GM of WDSMP EMEA, Frigo was also assigned the day to day responsibility as General Manager for the Walt Disney Studios Motion Pictures, UK.

Now in its 18th year, the Cinema Expo International convention and trade show is the bridge to the pan-European cinema exhibition and distribution industry that brings more than 50 countries together to do business. The convention includes screenings of upcoming films not yet released in the region, informative seminars dealing with operating and marketing motion picture theatres, gala sponsored food functions as well as a full-scale trade show for the equipment and concessions side of the business. The Coca-Cola Company is the Official Corporate Sponsor of the convention, which runs from Monday, June 22nd to Thursday evening, June 25th. The Nielsen Film Group, a division of Nielsen Business Media, produces the convention.

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