

# SHOWEAST

## NEWS RELEASE

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### **SHOWEAST 2011 TO HONOR UNIVERSAL PICTURES DISTRIBUTION'S JOHN C. HALL WITH "AL SHAPIRO DISTINGUISHED SERVICE AWARD"**

**NEW YORK, NY – May XX, 2011** – John C. Hall, Senior Vice President of Exhibitor Relations, Universal Pictures Distribution, will receive the 2011 “Al Shapiro Distinguished Service Award,” it was announced today by ShowEast Managing Director, Robert Sunshine. The award presentation will take place at the Final Night Banquet hosted by The Coca-Cola Company on October 27, 2011 at the Westin Resort and Spa in Miami/Hollywood, Florida.

The “Al Shapiro Distinguished Service Award” each year honors an executive who best represents the ideals and standards that the late Al Shapiro helped set during his distinguished career. It epitomizes his dedication, care and concern for the betterment of the motion picture industry. Last year, Twentieth Century Fox and Searchlight Pictures’ Branden D. Miller received the “Al Shapiro Distinguished Service Award.” Previous recipients include Kelly O’Connor, Nancy Kleuter, Scott Forman, Patricia Gonzalez, Bud Stone, John Lundin and Steve Bunnell.

“I can’t think of a more deserving individual in our industry to receive this award than John,” noted Robert Sunshine. “John’s exhibitor in-theatre marketing expertise and leadership have contributed greatly to the box office success of some of the most notable films of all time.”

Nikki Rocco, President of Distribution, Universal Pictures added, "John has been an instrumental part of our success at Universal for many years. His leadership in our industry, passion for our films and dedication and commitment to issues that are important, continue to impress me after all these years. He is deserving of this honor and our entire team is very proud."

John C. Hall's career with Universal Pictures Distribution began in 1995 where he initially worked as an Exhibitor Relations Regional Representative for the Southern Division located in Dallas, Texas. In August of 1998 he moved to the publicity office in Atlanta, Georgia, where he stayed until he was promoted to the studio in January 2000. He currently works as the Senior Vice President of Exhibitor Relations overseeing all in-theatre marketing and promotions with the major theatre exhibitors on behalf of the studio.

John came to Universal from AMC Entertainment, where as a marketing manager, he coordinated pre-opening events and promotions for the Grand 24 Theatres in Dallas, widely considered the industry launch of the megaplex in North America.

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Early in his career he worked in television production as both an associate producer and talent coordinator. Prior to joining the entertainment industry, he was in the sales and marketing arm of Hallmark Cards, Inc. He serves as the Chair for the Universal Pictures Distribution Diversity Council focusing on obtaining, developing and retaining diverse talent within the company and is a Business Outreach Chair for the OUT@NBCU steering committee, the alliance of NBC Universal lesbian, gay, bisexual, transgender and straight ally employees. He supports Variety Club – The Children’s Charity and sits on the Advisory Board of Directors of Will Rogers Motion Picture Pioneers Foundation.

ShowEast 2011 will take place October 24-27, 2011 at the Westin Diplomat Resort and Spa in Miami/Hollywood, Florida. It will feature screenings of upcoming major holiday films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,300 members of the motion picture industry are expected to attend. ShowEast, now in its 26th year, is produced by Prometheus Global Media, owner of leading entertainment publications and events including, *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, *Film Journal International*, the CLIO Awards as well as CineAsia and CineEurope.

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