



## **NEWS RELEASE**

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### **SHOWEAST 2009 TO HONOR WARNER BROS.' KELLY O'CONNOR WITH "AL SHAPIRO DISTINGUISHED SERVICE AWARD"**

**NEW YORK** – Kelly O'Connor, Senior Vice President Exhibitor and Marketing Services for Warner Bros., will receive the 2009 "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 29, 2009 at the Orlando World Center Marriott.

"I can't think of a more deserving individual in our industry to receive this award than Kelly", noted Robert Sunshine. "Kelly has risen through the ranks at Warner Bros. and is responsible for creating wonderful relationships between exhibition and Warner Bros. She is well liked and respected and continues to work for, and support, the industry."

During her 20 year tenure at Warner Bros., O'Connor helped create and shape the Exhibitor Services department for Domestic Theatrical Distribution. She has developed and implemented strategies and oversees coordination between exhibitors and the studio, including placement of trailers and advertising materials for Warner Bros. Pictures in theatres in the U.S. and Canada. She has been a tireless and imaginative leader in finding new ways to bring Warner Bros. films to the attention of theatergoers. She has also initiated marketing opportunities with exhibitors and has developed programs to reach every part of the Warner Bros. audience, while staying on the cutting edge of the rapidly changing exhibition business through her excellent relationships and outstanding work ethic.

In addition to her accomplishments at Warner Bros., O'Connor is a past board member of Variety The Children's Charity and is a present board member of the Will Rogers Motion Picture Pioneers Foundation. In the past decade, she has used her passion for running to help raise over \$35,000 for various charities.

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 Nancy Klueter, Vice President of Exhibitor Relations for Walt Disney Studios Motion Pictures received the "Al Shapiro Distinguished Service Award." Previous recipients include Scott Forman, Patricia Gonzalez, Bud Stone, John Lundin and Steve Bunnell.

**[more]**

ShowEast 2009 will take place from October 26-29, 2009 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,200 members of the motion picture industry are expected to attend. ShowEast, now in its 24th year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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