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Movie Tunes extends pre-show, on-screen programming to additional theater markets via agreement with UniqueScreen Media; initial launch to feature new Hillary Duff and Simply Red music video vignettes.

New deal with Minnesota-based cinema advertising vendor, UniqueScreen Media, extends Movie Tunes' in-theater digital pre-show on-screen programming rights to over 75 U.S. markets, and delivers exciting new music content to UniqueScreen's audiences.

February 23, 2004 (Los Angeles, CA) -- Movie Tunes has taken another important step in its strategic plan to become the leading digital on-screen entertainment content provider and to service over 100 U.S. markets by the end of 2004. An alliance with UniqueScreen Media allows Movie Tunes to increase its current delivery rights of pre-show, on-screen programming to more than 4,000 screens across the country.

Movie Tunes' on-screen music content will be added to UniqueScreen's existing pre-show entertainment program. Movie Tunes pre-show, on-screen programming entertains audiences with the latest music video vignettes featuring their favorite artists and allows record labels to market their priority artists' videos to attentive movie audiences.

Hillary Duff's video "Come Clean" from the album *Metamorphosis* (Buena Vista Records) and Simply Red's "You Make Me Feel Brand New" from *Home* (Simplyred.com) have been chosen for the launch of the UniqueScreen/Movie Tunes relationship in mid-February.

"UniqueScreen Media is a strong partner whose vision and proactive approach to digital programming perfectly complements our Movie Tunes growth strategy," said Bob Martin, COO, Movie Tunes Inc. "Our goal is to be on 5,000-10,000 screens by 2005, with concentrated top 25 market coverage and wide mid- to small-size market coverage. We have additional announcements that we will be making in the near future."

"As an industry leader in on-screen advertising and programming, UniqueScreen Media is always looking for innovative ways to enhance the in-theater experience. We're proud to lead the way in digital pre-show advertising and entertainment programming once again by partnering with the Movie Tunes' Video Music Minute," said Shawn Teal, president, UniqueScreen Media.

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Digital technology offers greater flexibility in programming and the ability to quickly and easily distribute on-screen entertainment content nationwide. The Movie Tunes pre-show, on-screen content is customized to fit in as a subset of the existing pre-show programming. With UniqueScreen, Movie Tunes' content consists of two one-minute vignettes edited from the full-length music videos, both front- and back-announced for maximum audience impact.

"We are especially pleased to be working with a quality company like Unique Screen Media. Cinema patrons stand to be the big winners as UniqueScreen Media and other digital cinema advertising vendors strive to provide entertaining pre-show and event content. We applaud UniqueScreen Media's commitment to a vision that will benefit both moviegoers and exhibitors alike."

Martin adds that, "...we anticipate that this is the first step in a long-term and mutually-beneficial relationship with UniqueScreen Media. In the future, Movie Tunes is committed to producing and distributing a variety of other types of digital cinema entertainment events."

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Based in Studio City, California, Movie Tunes is the world's largest in-theatre music marketing and advertising company. Reaching 90% of U.S. Moviegoers in the nation's finest theatres, Movie Tunes dominates the Top 200 DMAs, thereby reaching over a billion moviegoers a year. Movie Tunes Inc. is a privately-owned corporation. The company's official website has recently been revamped for better ease of use and is located at: www.MovieTunes.US