



METROPOLITAN THEATRES EXPANDS TEAM WITH NEW MARKETING & COMMUNICATIONS DIRECTOR

FOR IMMEDIATE RELEASE

LOS ANGELES, CA June 1, 2016 – Metropolitan Theatres, owned by the Corwin family since 1923, expands corporate team by hiring Christina Mancebo as Director of Marketing and Communications. Based in the Los Angeles corporate office, Mancebo is charged with developing customer programs and promotions to foster increased attendance; strengthen relationships with studios, festivals and other partners; as well as managing digital marketing efforts targeted to better engage with customers. She will report to Dale Davison, Metropolitan’s Senior VP, Operations and Development.

Mancebo joins the company from MarVista Entertainment where she served as Director of Marketing and Communications since 2014 overseeing marketing strategy and communications for all parts of business: corporate, production, sales (domestic/international), acquisitions, television, theatrical and VOD.

“As Metropolitan is focused on achieving its next generation growth plan, Christina’s entertainment industry knowledge and marketing experience will enable the Metropolitan Theatres circuit to better support our valued customers, studio and festival partners, as well as building on our theatre legacy to best position us for the present and future moviegoer,” stated Davison.

Prior to joining MarVista, Mancebo served as VP of Brand Management at Magnolia Home Entertainment, working on physical and digital distribution of independent films, including Academy Award®-winner and nominees *Man on Wire*; *Food, Inc.* and *Enron: The Smartest Guys in the Room*. Earlier in her career, Mancebo worked for Sony Pictures Home Entertainment and MGM Home Entertainment.

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About Metropolitan Theatres

Metropolitan Theatres is a fourth generation family owned theatre circuit with 17 locations and 88 screens in California, Colorado, Idaho and Utah. For additional company information, please visit www.metrotheatres.com.

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