

## **For Immediate Release**

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### Management Buys into the Cinema Latino Vision **A Summer Blockbuster for Sonora Entertainment Group**

*Denver, Colorado* — Few events in the business arena are more iconic than the purchase of a company by its committed employees. Partners Anne Tengler and Louis Sullivan Olmos achieved this status with their purchase of Sonora Entertainment Group, operator of the Cinema Latino movie theater chain. They acquired the company in July from entrepreneur, philanthropist and Democratic candidate for the Colorado 2<sup>nd</sup> Congressional District Jared Polis. Ms. Tengler has served as President and Mr. Sullivan as COO, and both have been involved for more than five of the company's seven years in existence, and have overseen its growth from less than \$1 million to almost \$7 million revenue.

Cinema Latino theaters serve Spanish-dominant and bilingual consumers with first-run, top-name movies from all major Hollywood studios subtitled or dubbed in Spanish, and the best movies from Latin America. Additionally, the cinemas provide patrons with a family-oriented, culturally relevant experience that they will return to again and again.

Early on, some wondered if the Hispanic market would support this kind of cinema, but the company's rapid growth put those doubts to rest.

Tengler and Sullivan set their sights on ownership with a conviction that the Cinema Latino brand has only scratched the surface of its growth potential, and with a belief that the company plays a vital role in the communities it serves. The transfer of ownership has breathed new life into expansion efforts, and Tengler says that they have already re-initiated plans to expand into new markets.

Tengler cites several potential new markets under consideration for expansion, including Chicago and areas of Texas and California. New Cinema Latino theaters will be state-of-the-art cinemas with ten to fourteen screens, stadium-style seating and digital projection. The four markets currently served by Cinema Latino theaters are: Aurora, CO; Phoenix, AZ; Fort Worth, TX; and Pasadena, TX.

Cinema Latino's Spanish-language market focus comes with its own set of advantages and challenges. Each theater relies on robust grass roots, viral marketing and "customer evangelism" programs pioneered by Tengler and Sullivan, who credit these efforts and

their enthusiastic staff as the key to earning customer loyalty that is unprecedented in the industry.

Community involvement such as partnering with local civic and nonprofit groups has been a consistent part of outreach activities, and will continue to be a hallmark of Cinema Latino's strategy. The philosophy is simple: treat every single community member like family.

"As an owner I'm excited, because I see how Cinema Latino brings value to the community," says Tengler. "It may not be world-changing or revolutionary, but it brings good things to the lives of our customers."

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