

## VISTAR'S CUSTOMER SPOTLIGHT

### CINEMA LATINO



**Cinema Latino Executive Team:  
Anne Tengler, Lou Sullivan, Bill Plachte and Roberto Sanchez**

Sonora Entertainment Group launched the Cinema Latino concept in November 2001, with its first theater in Aurora, CO and currently operates theaters in Fort Worth and Pasadena, TX, and Phoenix, AZ in addition to Aurora.

Cinema Latino, operating under Sonora Entertainment Group, is the first theater chain to recognize and meet the entertainment demands of U.S. Hispanics. We exhibit first run movies from Hollywood and Latin America, dubbed/subtitled in Spanish, then give it a Latin flavor by adding Latin music, Mexican concession products, Spanish speaking staff and other aesthetic elements to provide a unique entertainment experience entirely en español.

Cinema Latino not only provides first run films in Spanish, we also continually offer promotions and community-driven activities.

Cinema Latino passionately believes in the importance of supporting the Hispanic community and demonstrates that support by sponsoring and attending local events and activities.

Some examples include:

- Supporting neighborhood schools with promotions and giveaways with our spinning wheel
- Health and job fairs
- Traditional cultural celebrations at the theater and in the community such as Cinco de Mayo, Posadas, Día del Niño, Día de la Madre, Virgen de Guadalupe and cultural relevant celebrations.
- Partnering with Hispanic-American organizations such as Chicanos por la Causa, LARASA, LULAC, and the Mexican Consulate's Office of Cultural Affairs
- Latino-focused Film Festivals
- Support Church groups

VIVELO! ("Live it!") Is our tagline, inviting customers