



Curtain Rises on 'The Landmark' at Westside Pavilion

June 7, 2007

FOR IMMEDIATE RELEASE

Media Contact:

Whitney Wigle, Westside Pavilion, 310-474-6255

Rebecca Stenholm, Macerich, 602-953-6597

CURTAIN RISES ON 'THE LANDMARK' AT WESTSIDE PAVILION

LOS ANGELES – June 7, 2007 – Landmark Theatres' new flagship theatre, the nation's largest complex dedicated primarily to exhibiting and marketing independent films, opened to movie-goers' rave reviews and critical media acclaim at Westside Pavilion in West Los Angeles on June 1.

More than 1,000 guests at two opening receptions hailed the arrival of the ultra-chic theatres, called simply "The Landmark." Actor Andy Garcia, along with Landmark Theatres' co-owners Mark Cuban and Todd Wagner, were among a high-profile cast of film industry VIPs, community leaders and neighborhood residents who were the first to experience the brand new theatres.

An avalanche of media coverage accompanied the theatre's opening as well. *Variety*, *the Los Angeles Times*, *Los Angeles Magazine*, and *The Hollywood Reporter* name just a few of the media outlets reporting on the theatres' imaginative design, technological innovations and overall enhanced movie-going experience.

"We are ecstatic with the success of 'The Landmark,'" said Ted Mundorff, Landmark Theatres' Chief Operating Officer. "The overwhelmingly positive response to the venue surpassed our highest expectations. Audiences are enthusiastically embracing L.A.'s newest theatre, especially our unique 'Living Room™ Auditoriums,' which received terrific feedback."

With "The Living Room™ Auditoriums" Landmark has completely re-invented the theatre-going experience, offering viewers a one-of-a-kind environment in which to enjoy the highest quality entertainment. Here, audiences have the opportunity to choose from a variety of exclusive seating options including love seats, ottomans and sofas. In "The Living Room™ Auditoriums" the front rows are the best seats in the house.

The Landmark also offers nine additional state-of-the-art auditoriums, a wine bar and more than 3,000 parking spaces for the discerning movie-goer who is looking for a wide array of film choices in a sophisticated environment.

The auditoriums feature reserved stadium seating, extra leg room, leather seats and unobstructed sight lines. Additionally, the auditoriums are outfitted with top-of-the-line projection and sound equipment, including Sony SXR 4K digital projector systems, Klipsch speakers and Dolby processors.

The Landmark's concessions set it apart as well. Movie-goers can choose from a variety of gourmet, health conscious and specialty snacks, including not only freshly-popped popcorn with real butter, but also unique items such as Pizza Rustica pizza made fresh on location, Yogurberry frozen yogurt with fresh fruit toppings and La Brea Bakery hot pretzels with gourmet mustards.

"The Landmark brings a new vitality to the Westside, creating a true destination spot for both tremendous shopping and a spectacular movie-going experience," said Ken Gillett, Senior Vice President, Property Management at Macerich, which owns Westside Pavilion. "The complex is a real standout – with incredible amenities that set a hard-to-match standard in the film industry."

An expansive two-story wall of windows houses the contemporary theatre complex that sits on the site of Westside Pavilion's former outdoor plaza.

The new theatres are right in line with community desires for the center. Numerous neighbor surveys and forums showed that the community wanted new upscale entertainment and dining options at Westside Pavilion, which The Landmark delivers. "Neighbors were looking for not only a fantastic place to shop, but somewhere to go for a great night out," said Gillett.

Landmark Theatres is part of the Wagner/Cuban Companies, vertically-integrated group of media properties co-owned by Todd Wagner and Mark Cuban that includes Magnolia Pictures, Magnolia Home Entertainment, HDNet Films, 2929 Productions, HDNet and HDNet Movies. For more information, visit