

The BOXOFFICE Conference at the Great States Convention

Chairing the 2004 **BOXOFFICE** Conference on Exhibition, a two-hour discussion on a variety of exhibition topics, is Larry Gerbrandt, recently named senior partner in the Los Angeles offices of AlixPartners LLC, a consulting firm specializing in solving complex corporate challenges, creating value and restoring corporate performance. Gerbrandt previously was chief content officer of Carmel, Calif.-based Kagan World Media, having joined Kagan in 1984. During his two-decade tenure at Kagan, Gerbrandt was promoted to analyst in 1985; became vice president in 1988; and was promoted to senior vice president in 1992. In 2001, he was named chief content officer, overseeing all Kagan's content, research, appraisal and consulting operations, which include the Motion Picture Investor newsletter, the Business of Movie Exhibition Handbook, and the Future of Digital Cinema report.



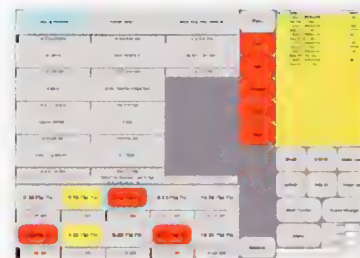
Among other industry appearances, Gerbrandt has moderated the noted Motion Picture Production and Finance seminar and been the keynote presenter at the Accenture Media & Entertainment Partners Conference. He has been called on for expert testimony in such cases as Rafelson, et al. v. Columbia Pictures Industries, Katzenberg v. Disney, and Syfy Enterprises v. State of California. Gerbrandt's telecast appearances include CNN, ABC Evening News and PBS Frontline, and he has been interviewed by The Wall Street Journal, The New York Times, USA Today, Newsweek, Time Magazine, The Washington Post, Fortune and Forbes. Earlier in his career a photojournalist and filmmaker, Gerbrandt has twice been an exhibiting artist at the famed Center for Photographic Art originally established by Ansel Adams and Edward Weston, and his work was accepted into the New York International Film Festival. Gerbrandt chaired the 2002 **BOXOFFICE** Conference.

At press time, the panel roster for the **BOXOFFICE** Conference on Exhibition included the following exhibition-industry executives: Bruce J. Olson, president, Marcus Theatres; Robert E. Goodrich, president, Goodrich Quality Theatres; David Livingston, president and CEO, Douglas Theater Co.; David M. Brain, president and CEO, Entertainment Properties Trust; Larry O'Reilly, senior vice president of theatre development and film distribution, Imax Corp.; and John Fithian, president of NATO.



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