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City of Hope public service message by Larry and Shawn King to air in 16,500 movie theatres

Forman Bros., Movie Tunes renew partnership with City of Hope via celebrity PSA

LOS ANGELES- Media legend Larry King and his wife, Shawn, will help raise awareness of cancer research through a public service announcement (PSA) that will play in movie theaters nationwide this fall. The spot, which highlights the research and treatment programs of City of Hope, will be aired through a partnership between Forman Bros. Holdings, Inc., Movie Tunes LLC, and City of Hope's Music and Entertainment Industry campaign. The Kings' PSA will air throughout the months of September and October in 16,500 theaters across the country. The PSA was recorded on the heels of a public service message by singer and breast cancer survivor Sheryl Crow, which aired in theaters last October during Breast Cancer Awareness Month.

"We had such a wonderful response from the Sheryl Crow PSA, and we're thrilled that Larry and Shawn have stepped up to show their support as well," said Forman Bros. founder David Forman. "Our commitment last year to City of Hope was so very gratifying at the end of the day, that we decided to double our efforts this year."

Larry King - host of CNN's "Larry King Live," the first worldwide phone-in TV talk show - is celebrating his 50th year in broadcasting in 2007. The Emmy Award-winning host of CNN's highest-rated program, King has been dubbed "the most remarkable talk-show host on TV ever" by TV Guide and "master of the mike" by TIME magazine. Shawn King is a Lofton Creek recording artist. Her new single, "I Give," is a duet with music legend Willie Nelson.

Motivated by its commitment to innovative medical research and quality patient care, and inspired by the guiding humanitarian principles of City of Hope, a group of key industry executives founded the Music and Entertainment Industry chapter. In its 34 years of dedicated efforts, the chapter has grown to include all the major music labels such as Universal Music Group and Warner Bros. The industry has raised well over \$50 million through benefits, promotions and partnerships to support ongoing programs at City of Hope.

About Forman Bros. Strategic Marketing

Forman Bros. Strategic Marketing, a division of Forman Bros. Holdings Inc., has been closely involved with Movie Tunes since 2000, providing strategic marketing and music placement to theatres. In addition to its partnership with City of Hope, Forman Bros. works with the GRAMMY® Awards and the GRAMMY Foundation® and MusiCares®. Forman Bros. Holdings Inc. also consists of Forman Bros. Recordings, an International A&R and Marketing company, which represents companies like Lionsgate soundtracks internationally and Premier Muzik International in royalty recovery, neighboring rights and forensic accounting on copyright issues. Company founder David Forman is undoubtedly one of top executives in the

international field. With more than three decades of history of working for the majors since immigrating from Canada, he is best known to his international colleagues and film/TV music supervisors for his involvement with Eva Cassidy, Al Jarreau, Dreamhouse, Tommy James and The Shondells, London Bus Stop, Mudmen Stella Black and up and coming Montreal band, The 401. To the Latin Music Market, he is known as one of the key founders of the "Rock en Español" movement dating back to 1985 - as founder of Clásica Moderna (sonido y visión), [distributed by WEA International](#).

About Movie Tunes LLC

Movie Tunes is the world's largest in-theater music marketing and promotions company. Movie Tunes company dominates theatres in the Top 200 DMAs, Movie Tunes' programs reach over a billion moviegoers each year and it is the largest outfit in the industry, with theatre chains that include Carmike, Cinemark Pacific Theatres, Mann and Loew's Cineplex. Movie Tunes has been in business for more than 14 years, providing audio and on-screen programming to theaters throughout the United States. Movie Tunes guarantees audio and video exposure nationwide in markets such as New York, Los Angeles, Chicago, Boston, San Francisco, Detroit and Cleveland. Movie Tunes' VARSITY College Network, delivers music video segments as part of a campus-specific digital narrowcast to more than 181 colleges and universities via 42" plasma format screens located in high-traffic campus venues across the country, including student unions, recreation centers and cafeterias.

About City of Hope

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a

Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org.

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