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Red River Theatres Announces Founding Sponsor

Commitment Puts Campaign at \$1 million

Concord -- Red River Theatres announced today that the Lincoln Financial Group Foundation has committed \$250,000 to the *Campaign for Red River Theatres*, making Lincoln Financial Group the project's founding sponsor and putting the campaign at \$1 million.

Red River Theatres, formed in 2000, is engaged in its \$1.8 million *Campaign for Red River Theatres*. Once complete, Red River Theatres will operate its own three-screen theater in downtown Concord. In honor of this grant, the largest of the three cinemas within Red River Theatres will be known as the "Lincoln Financial Group Cinema."

"With this grant, Lincoln Financial Group is continuing a tradition of investing in this community," said Charles C. Cornelio, Senior Vice President Shared Services & Chief Information Officer for Lincoln Financial. "We see Concord as a growing center for culture in the state, and view Red River Theatres as an economic engine for the city, much like the Capitol Center for the Arts and the Concord Community Music School."

"Lincoln Financial Group Foundation gave our proposal a rigorous review, both locally and corporate-wide, before making this commitment. We are proud that our vision and business plan passed this muster, and grateful to the Lincoln Financial Group Foundation for its generosity," said Emily Rice, chair of the Red River Theatres' Board of Directors.

"Film is an important cultural medium through which Red River Theatres will explore key issues of the day in the public sphere," adds Cornelio. "We were impressed by Red River Theatres' plans to have discussion groups, feature New Hampshire filmmakers, host previews, conduct post-film panel discussions, and partner with area schools."

Once in its home in Capital Commons on Concord's South Main Street, Red River Theatres will be able to realize its mission full-time: "To present film and the discussion of film as a way to entertain, broaden horizons and deepen appreciation of life for New Hampshire audiences of all ages."

Red River Theatres will show between four and six films each week, utilizing all three of its venues and offering films not otherwise available in central New Hampshire,

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including cutting-edge art house films, first-run independent films, foreign, documentaries, classics, local and regional films, and films on the festival circuit.

A feasibility and marketing study underwritten by the City of Concord concluded that Red River Theatres will generate annual box office and concession revenues of up to \$400,000, will bring local businesses \$1.5 to \$2.0 million in new sales annually, will add 30 to 39 new jobs in Concord and will generate state and local tax revenues between \$140,000 and \$200,000 annually.

Red River Theatres is projected to open in the summer of 2007 and will show films 363 days per year.

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