

October 2, 2007

DEMOGRAPHICS SURVEY

Sundance Cinemas Madison

500 movie patrons buying tickets were asked their zip codes during the week of September 21 to 27, 2007.

The purpose of this survey was to support the assertion that the vast majority of our guests are over the age of 21.

The zip codes were then plugged into the website *DemographicsGuru.com* with the following results.

<u>AGE GROUP</u>	<u>ATTENDANCE</u>	<u>PERCENTAGE</u>
40 to 44	18	4%
35 to 39	178	36%
30 to 34	209	42%
25 to 29	17	3%
22 to 24	73	14%
18 to 22	5	1%
	<hr/> 500	<hr/> 100%

Figures compiled by Sundance Cinemas cashiers and analyzed by Merijoy Endrizzi-Ray, General Manager – Sundance Cinemas Madison.

Merijoy Endrizzi-Ray
GM-Sundance Cinemas Madison

We have no intention of becoming a live music venue. Sundance Cinemas Madison is a premiere art house, catering to an older, professional, well educated audience.

Please note that the demographics of Sundance Cinemas Madison show to be guests of an average age of 35 years old.

OPERATIONAL PROCEDURES AND GUIDELINES FOR SERVING ALCOHOL:

1. Beer and wine will only be served between the hours of 4 pm and 10 pm only.
2. All Caffe staff will be educated under the *Learn to Serve Alcohol Certification* course in order to ensure correct ID checking and customer safety.
3. Management staff will be certified under the *Learn to Serve Alcohol Certification* course, and a member of management will be on site during the hours of operation when alcohol is being served.
4. Proof of age will be requested from any guest ordering alcohol. Service will be refused to any guest that cannot produce adequate proof of age. Only one alcoholic beverage may be purchased per guest, per sale.
5. No drink specials or alcoholic beverages 16 oz or more will be offered.
6. Auditorium checks will be conducted prior to the start of the show and once every half an hour to ensure underage patrons are not consuming alcohol.
7. Alcohol will be served in easily distinguishable containers, differing from the containers in which non-alcoholic beverages are served.
8. The Caffe 608 serves a variety of pre-packaged snacks, sandwiches, salads and baked goods. These items are offered from 9 am until 10 pm.