

New Year, New Grauman's

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In a special announcement this past Friday, Donald Kushner and Elie Samaha, co-owners of Grauman's Chinese Theatre since 2011, revealed the new name and face of one of the most historic theatres in the United States.

TCL, a Chinese multinational electronics group and the fourth largest maker of televisions in the world, purchased the naming rights to the movie palace for just over \$5 million in hopes of raising brand awareness in the states and creating a meaningful business partnership that will allow the landmark to remain the popular destination it has been for over 85 years.

What does this purchase mean for the theatre? First of all, it means a brand-new name. Sid Grauman's legacy will live on as TCL Chinese Theatre. It will also allow for the completion of several earmarked projects, including the installation of stadium seating, new lighting and sound, and other state-of-the-art upgrades that will undoubtedly draw thousands of faithful fans and newcomers alike.

In a statement to the press, Elie Samaha tied together tradition and vision. "Sid Grauman was the world's best showman. He created an entertainment destination unlike any other. He was the first to come up with the concept of a red carpet to promote a movie premiere, which remains today the most important concept in marketing and promoting a film worldwide...he defined showmanship. We, too, are showman of the 21st century... and we are hopeful of raising the bar of the movie-going experience like Sid Grauman did in his days."

Chairman and CEO of TCL Corporation Li Dongsheng also offered comments at the unveiling. "Today TCL enters a partnership with the Chinese Theatre of Hollywood, which features a long history and extensive cultural achievement," he said. "I believe we will take advantage of this chance and make sure this will be a place that brings movie fans and visitors the beauty from the perfect integration of art, technology and innovation. Thank you, Hollywood."

The partnership was marked with handshakes all around, a champagne toast, and a rain of confetti as the curtain dropped to reveal the new Chinese Theatre logo.



TCL Chinese Theatre will continue to be home to many exciting movie premieres, special events, and the heartbeat of the Hollywood Walk of Fame. Visitors will still be able to see the majestic pagoda-inspired front entrance complete with bas-relief and red pillars, and enjoy all of the handprints and signatures of the stars. They will also reap the rewards of competitive ticket and event prices, along with a host of soon-to-come improvements that

will honor the spirit of the city, the theatre, and the man who started it all, Mr. Sid Grauman.

TCL Chinese Theatre is located, as it has always been, at 6925 Hollywood Boulevard, Hollywood 90028. Visit www.tclchinesetheatres.com or call (323) 461-3331 for event information. To learn more about TCL Corporation go to www.TCL.com.