



NEWS RELEASE

AFTER DARK FILMS “AN AMERICAN HAUNTING” DRIVES COLLEGE AUDIENCES TO THEATERS THROUGH SWEEPSTAKES

Lighthouse Marketing Designs Program To Reach Young Adult Audiences

For Immediate Release

Tampa, FL, May 5, 2006-- Lighthouse Marketing LLC, a dynamic marketing services and strategic planning firm, created a consumer promotion, “The Regal Cinema **An American Haunting** Sweepstakes,” to drive audience numbers for the horror film “An American Haunting” produced by After Dark Films.

The promotion involved communications through Regal Cinemas, college campuses and online, asking audiences to hold on to their Regal Cinema ticket stub to be used as their sweepstakes ticket. After seeing “An American Haunting” audiences were invited to go to www.AnAmericanHaunting.com to enter their tickets stub number for a chance to win the Grand prize, an Apple® Macbook Pro™. Other prizes included Sony® Playstation™ Portable (5), Apple® iPod™ Nano (5) and an autographed “An American Haunting” movie poster (2).

“With this promotion we wanted to encourage young adult audiences to go see this true horror film by enticing them with trendy prizes,” said Bob Howards, Managing Partner at Lighthouse.

The results included driving ticket sales beyond all expectations, where the production was profitable within weeks of release. The number of online entries also exceeded expectations despite the number of steps the movie-goers were asked to complete. As a future marketing benefit, a database has been created to help start a fan club for other After Dark Films.

Lighthouse Marketing LLC is a marketing services and strategic planning firm for clients in the retail, packaged goods, entertainment and hospitality industries. For more information, call 813.386.1173 or log on to www.lighthousemarketingllc.com.