



CINE PRESS RELEASE

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CINE NAMES MATHEW TOMBERS AS BOARD PRESIDENT

Washington, DC, July 27, 2005 – Mathew Tombers, a media executive with extensive experience in the television and radio industries, has been named President of the Board of CINE, an organization that serves as the preeminent career-advancing industry peer group for aspiring and established film, video and new media professionals, and which is widely known for its CINE Golden Eagle Awards. As a member of the CINE board for three years, Tombers has helped the organization create successful marketing partnerships with Eastman Kodak Company and Siemens Business Services, among others.

In his new role as President, Tombers will focus on increasing CINE's marketing partnerships and expanding the organization's outreach, especially to those constituents who are involved in creating new formats and distribution platforms in the changing media landscape.

"Mat Tombers brings great leadership, creativity and energy to CINE," said Carole L. Feld, former CINE board president and principal, the Giving Tree Group. "Under Mat's leadership, CINE will become an even stronger force in service to its [industry constituencies at all levels.](#)"

Tombers is Managing Director of Interimat, Inc., a television company that specializes in content development, distribution and media consulting as well

as production. The company includes among its clients many prestigious production companies, including Betelgeuse Productions; the National Programming unit of WETA, the PBS station in Washington, D.C.; and DCTV, the multi-Emmy-winning production company headed by Jon Alpert; and it is currently engaged in a consulting project for Animal Planet International.

Intermat has helped to produce and/or secure funding for a variety of productions including CUBA: PICTURES FROM THE REVOLUTION; OFF TO WAR, which follows the Arkansas National Guard to Iraq; and COLOR OF OIL, all for Discovery Times; plus COWBOY 101, a 13-part series for Outdoor Life Network, and a number of specials for History Channel and Discovery Health. Intermat also helped shape a business deal between Dwell Magazine, Betelgeuse and Fine Living Network for a television version of the magazine.

Prior to founding Intermat, Tombers spent four years at Discovery Communications where he was responsible for programming-based new business development and a variety of business initiatives and co-production relationships with Discovery's corporate partners. He also helped launch Discovery Channel Australia and spent several months in New Delhi, supporting Discovery Channel India, now one of that country's most successful satellite services. From 1984 to 1990, Tombers opened and subsequently managed the West Coast Advertising Sales office for Arts & Entertainment (A&E).

He is a past Chair of the Board of Directors of Body Positive, a New York based non-profit organization dedicated to supporting individuals and families afflicted by HIV and AIDS. He has been a member of the Advertising Club of Los Angeles, serving both on its Board of Directors and Executive Committee, and the Academy of Television Arts & Sciences, where he was Governor for the Television Executives Peer Group for four years. In 2000 he was also a Founding Governor of the New Media Peer Group, the first peer group added by the Academy in fifteen years

CINE, headquartered in Washington, D.C., is an international organization that honors filmmakers at all levels. CINE's mission is to serve aspiring, emerging, and established film, video and new media professionals as their preeminent, career-advancing industry peer group. CINE honors a wide range of talent worldwide through its highly acclaimed CINE Golden Eagle Award. It also provides its constituents with ongoing exposure, networking, education, resources, and rewards. More information about CINE can be found at www.cine.org.

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