

## Peter Graves President, CineMarket

Peter Graves has more than twenty years of experience in feature film production, marketing and strategic planning, including four years as co-President of PolyGram Films, and has been directly involved (either as senior executive, Executive Producer or consultant) in creating feature film marketing campaigns for over 250 films, representing over \$4 billion in worldwide box office gross. Most recently, he has served as Executive Producer on *Killer Elite*; the Australian hit film *Tomorrow When the War Began* and the upcoming production *Summer Crossing*, to be directed by Scarlett Johansson. In addition, Graves was Executive Producer and instrumental in the 2009 relaunch of the Terminator franchise, *Terminator Salvation*, as well as serving as Executive Producer on *Planet 51*, Oliver Stone's *W; Vanishing on 7<sup>th</sup> Street* and *Dylan Dog: Dead of Night*.

Over the past decade, Peter Graves has also served as executive marketing consultant for numerous other films, including *The Bank Job*; *Terminator 3: Rise of the Machines*; *Resident Evil*; *Love, Actually*; *The Perfect Storm*; *Defiance*; *The Producers*; *I Heart Huckabees*; *K-11: The Widowmaker*; *Kinsey*; *Alexander*; *The Score*; *Enemy at the Gates*; *Crossroads*; *National Lampoon's Van Wilder*; *The Way Back*; *Wrong Turn*; *Nurse Betty*; *Notting Hill*; *The Wedding Planner*; *My One & Only*; *The Messenger*; and the upcoming releases *The Loved Ones* and *Samsara*.

From 1996 to 2000, Graves was President of Marketing at PolyGram Films. During this period, PolyGram's releases included *The Game*; *What Dreams May Come*; *Barney*, and *The Borrowers*, and PolyGram's Gramercy label releases included *Bean*; *Elizabeth*; *Lock, Stock and Two Smoking Barrels*; *Being John Malkovich*; and *The Big Lebowski*.

Prior to his PolyGram post, Mr. Graves oversaw or consulted on the film marketing for numerous clients on such films as *Braveheart*; *Four Weddings and a Funeral*; *Fargo*; *French Kiss*; *Maverick*; *When We Were Kings*; *Nell*; *Star Trek VI: The Undiscovered Country*; *The Man Without a Face*; *The Usual Suspects*; *Forever Young*; the *Highlander* film series; *The Adventures of Priscilla, Queen of the Desert*; *Sleepers*; *Mr. Holland's Opus*; *Dead Man Walking*; *Candyman 1 & 2*; *The Ghost and the Darkness*; *Terminal Velocity*; *The Relic*; *Portrait of a Lady*; *GI Jane*; *Pay it Forward*; *Home for the Holidays*; *Wild At Heart*; *Drop Dead Fred*; *Bill & Ted's Excellent Adventure*; *Romeo is Bleeding*; and *Franco Zeffirelli's Hamlet*, as well as overseeing the entire PolyGram/Gramercy release schedule from 1992 to 2000.

Graves has also been involved in many other market-driven ventures, including the extremely successful direct market sales effort for the *Highlander* TV series, and related merchandising, as well as originating and producing the initial In-Flight Entertainment Review, a monthly movie and music marketing segment for American Airlines. He has also consulted and advised many clients on their film production and P&A financing efforts.

Mr. Graves also has a strong financial, managerial, and general entertainment business background, having served as a corporate Vice President at MGM/UA and Executive Director at Warner Communications, where he managed corporate communications and investor relations.

Mr. Graves was educated at Dartmouth College and is a member of the Academy of Motion Picture Arts and Sciences.