

A List Entertainment Achieves Turkish Airlines Product Placement in Upcoming Batman vs. Superman Film

PRESS RELEASE

A List Entertainment mastermind Marsha R. Levine builds on the agency's impressive track record with another aircraft placement, this time for Turkish Airlines. Moviegoers can see the airline featured in the upcoming Warner Bros. release of **Batman vs. Superman: Dawn of Justice** this spring, or catch a sneak peek in the latest [official trailer](#).



Marsha R. Levine, founder and CEO of Los Angeles-based product placement agency [A List Entertainment, Inc.](#), has scored another successful aircraft placement in Warner Bros. Pictures' upcoming release of **Batman vs. Superman: Dawn of Justice**. As seen in the latest film trailer, Levine's placement of Turkish Airlines will expand its global reach into the US market as its aircraft appears in one of several highly anticipated scenes within the superhero plotline.

Levine's latest success builds on decades of successful aircraft product placement in major studio films. This will mark the airline's first product placement in a major motion picture, adding to A List Entertainment's long list of [aircraft product placements](#), including Dassault Falcon Jet as featured in **America's Next Top Model**; Bombardier, as featured in Summit Entertainment's **Twilight Saga Breaking Dawn 1**; Swiss Airlines, as featured in the upcoming Sony release of **Inferno** starring Tom Hanks; along with other brand features in prominent titles such as Warner Bros.' **The Client**, **The Pelican Brief**, **The Departed** and Universal's **Fast and Furious** franchise.

"I am thrilled to see the airline included in the film," Levine said.

A Turkish Airlines representative expressed: "The services provided by Ms. Marsha are valuable."

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More praise for Ms. Levine's work:

"We would like to express our gratitude for making an effort to include our brand and our values so smoothly in the movie as part of the story. We appreciate your reliability and tireless support." – Swiss Airlines, *Inferno*

"We really appreciate your assistance and patience in putting all of the elements of the placement of Bombardier Aerospace together. It would not have been possible without you." – Summit Entertainment, *Twilight Saga Breaking Dawn 1*

About A List Entertainment, Inc. and Marsha R. Levine:

Levine founded A List Entertainment, Inc. in 1990. A pioneer in the field of aviation placements, Levine has become one of the leaders in brand integration and product placement and speaks worldwide. She is also known for her historic placements, such as Duracell in *The Matrix* and Dr Pepper in *Spiderman 2*. Levine is one of the founders of the Product Placement Association established in 1991. She sat on the board for two terms, headed its Ethics Committee and was instrumental in establishing product placement guidelines and business practices.

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