



10th June 2009

ODEON & UCI CINEMAS GROUP AWARDED INTERNATIONAL EXHIBITOR OF THE YEAR

ODEON and UCI Cinemas Group, the largest exhibitor outside North America, is delighted to have been recognised as the International Exhibitor of the Year. The award will be presented at the Annual Cine Expo Conference in Amsterdam on 25th June.

The accolade highlights the company's continued successes, resulting from significant estate development, investment in the latest cinema technologies whilst maintaining the highest standards of customer service and communication.

ODEON & UCI Cinemas Group is the leading exhibitor in the UK, Spain and Italy, the second largest in Ireland since taking over the management of Storm cinemas, and the third largest in Germany, Austria and Portugal.

Over recent years, the company has expanded significantly with new acquisitions in Spain, Italy, and Germany. It has also been opening new sites on a regular basis throughout Europe, with Milan, Lisbon, Liverpool, Belfast and Wrexham all being launched in the past twelve months.

ODEON & UCI Cinemas Group has also been a pioneer in digital and 3D technology. Since successfully completing the first trial in Europe of all digital multiplexes, the company has rolled out 150 DCI compliant screens all with 3D

capability, making it the largest fully digital network in Europe. Two additional digital IMAX screens were also deployed in London during December 2008.

The company is also committed to delivering demonstrably superior customer service and an exemplary customer experience. ODEON & UCI's own Mystery Shopper Programme, which compares the Group to all of its competitors, consistently rates their cinemas as higher for service quality in all of its' main territories. Innovation in retail has also ensured that the company is now the largest Ben & Jerry's franchise in the world, as well as launching Costa Coffee in selected cinemas in the UK, Telepizza in Spain and Pane & Sapori in Italy.

In addition, the company continues to lead the way in customer communication. Having pioneered the use of the web, customer databases and e-mail engagement techniques, the company now communicates with nearly 4m households throughout Europe each month. Importantly, up to 30% of weekly ticket transactions are also now completed online.

By the end of this year, the company will also have customer loyalty schemes in all of its operations. Having originally introduced the first loyalty scheme in Europe, all territories will soon be using sophisticated customer targeting and reward systems to drive repeat business.

Rupert Gavin, CEO of the ODEON & UCI Cinema Group said, "We are absolutely delighted to have been awarded International Exhibitor of the Year. It's fantastic to be recognised for our efforts and our commitment to our customers. With such a fast expansion plan, we look forward to continuing to develop the business and welcoming many more customers through our doors."

Ends

For more information contact the ODEON Press Office on 0845 070 2852 or odeonteam@redconsultancy.com