



***CINEWORLD TO SHOW DISNEY AND TIM BURTON'S ALICE IN  
WONDERLAND ACROSS THE UK***

[www.cineworld.com](http://www.cineworld.com)

18 February 2010: Leading cinema chain Cineworld is delighted to announce it will screen Disney and Tim Burton's highly anticipated Alice in Wonderland nationwide on over 150 screens. The film will be released on the 5<sup>th</sup> of March in both 2D and 3D.

After much speculation around whether or not major cinema exhibitors in the UK would play the film, Cineworld has reached an agreement with the Walt Disney Company UK.

Cineworld Chief Executive Steve Wiener comments "we are extremely pleased to have reached a satisfactory compromise on this matter. As leaders in 3D we did not want the public to miss out on such a visual spectacle. As the success of Avatar has shown there is currently a huge appetite for the 3D experience".

Cineworld has made significant investment in installing a total of 163 digital screens across its entire estate. A significant increase to the Cineworld Digital Estate is planned and will be announced once finalised.

The investment to date has led Cineworld to having one of the largest 3D estates in the UK. Cineworld uses technology from RealD, the world leaders in 3D, in 150 of its digital screens enabling it to show 3D movies to over 40,000 customers at any one time.

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**Notes to Editors:**

**About Cineworld**

Cineworld Group was founded in 1995 by the current senior management team and is now one of the leading cinema groups in the UK. The Group operates 77 sites of which 72 are multiplex sites. Cineworld's portfolio includes five out of the ten highest grossing cinemas in the UK and Ireland including the number one and two (Glasgow and Dublin). In 2007 Cineworld successfully floated on the London Stock Exchange.

For more information and cinema information please visit, [www.cineworld.com](http://www.cineworld.com)