

## **CINEWORLD ENJOYS SECOND YEAR AT THE TOP AS THE UK'S NO. 1 CINEMA CHAIN.<sup>1</sup>**

**9<sup>th</sup> January 2011, London:** The UK's leading cinema chain, Cineworld, has proven once again that it is the nation's number one choice for film on the big screen as it is named the UK industry leader<sup>1</sup>.

Over the past 12 months the UK cinema industry has benefitted from another great year of film releases including *The King's Speech*, *Harry Potter and The Deathly Hallows Part 2* and *The Inbetweeners Movie*.

2011 has been particularly special for Cineworld cinemagoers thanks to the launch of its most immersive cinematic experience yet with the IMAX at Cineworld Edinburgh. Launched with a gala performance of *Mission: Impossible - Ghost Protocol*, the IMAX experience offers ground-breaking, crystal clear digital projection, cutting edge audio technology and one of the largest screens around.

Cineworld customers also enjoyed improvements to MyCineworld in 2011, which saw Cineworld leading the way by becoming the first cinema chain in the UK to trial reduced tickets prices and remove booking fees, for online bookings at their Scottish cinemas.

Not resting on its laurels, 2012 marks another great year for Cineworld. It will complete the switch to digital as well as launch a further two IMAX sites at Cineworld venues, allowing customers to enjoy the exciting 2012 line up in the best possible way.

Steve Wiener, Chief Executive of Cineworld Cinemas, comments, "Being No.1 reflects our passion and enthusiasm for film, bringing our audiences a wide range of content as well as the latest blockbusters.

I continue to be so proud of our Cineworld team, bringing the nation a fantastic cinema experience, which has been my dream since I started the company over 15 years ago.

2012 will continue to see investment into innovative technologies that will continue to enhance the experience. Combine this with the impressive list of movies ahead and it is shaping up to be an exciting year for our customers."

**- Ends -**

<sup>1</sup> UK Box Office 2010 & 2011 Source: Rentrack/Edi



### **About Cineworld Group**

Cineworld Group was founded in 1995 by Steve Wiener, the current Chief Executive, and is now the leading cinema group in the UK & Ireland. The Group operates 79 cinemas of which 73 are multiplex sites with five screens or more. In 2007 Cineworld successfully floated on the London Stock Exchange. In 2010 Cineworld cemented its position as the UK industry leader after it was confirmed as the UK and Ireland's number one cinema chain by Box Office. Cineworld also acquired the cinema at The O2 in 2010 and upgraded the 24.4 meter screen making it the largest 3D screen in Europe. In June 2011 Cineworld opened its first deluxe cinema called The Screening Rooms in Cheltenham. The Screening Rooms offers customers an intimate and luxurious cinema experience and showcases an array of films using the most cutting edge technology. The Screening Rooms hosts 3 cinema screens all of which are digital with 3D capabilities.

More information can be found at [www.cineworld.co.uk](http://www.cineworld.co.uk)

### **For press enquiries, please contact:**

**Joe Dawes**

[Joe.Dawes@hkstrategies.com](mailto:Joe.Dawes@hkstrategies.com)

0207 413 3122

**Michelle Rainey**

[Michelle.Rainey@hkstrategies.com](mailto:Michelle.Rainey@hkstrategies.com)

0207 413 3728