



CINEWORLD BEGINS 2011 AS THE UK'S NO. 1 CINEMA CHAIN

13th January 2011, London: Cineworld has established its position as the UK industry leader after it was confirmed that the cinema chain is officially No.1* by Box Office.

Over the past 12 months the UK cinema industry has benefitted from another great year with a string of blockbuster releases leading to a 2.7%* increase in industry box office takings on 2009. 3D has been the most significant contributor to this increase and with Cineworld leading the way with the switch to digital and 3D (Cineworld now boasts over 300 3D cinema screens across the country including the colossal 24.4 meter 3D screen in the O2) it has helped them achieve this position as the new No.1 cinema chain in the UK.

Steve Wiener, Chief Executive of Cineworld Cinemas, comments, "I'm so proud that Cineworld is now the number one cinema chain in the UK, it's an amazing achievement. Ever since I started the company over 15 years ago we have been passionate about providing a great night out and the widest film choice for our customers. Becoming the number one cinema chain shows that this passion is shared by our customers."

"But we're not resting on our laurels. Investment in new and innovative cinema experiences is at the forefront of our agenda as we move into 2011. With a number of highly anticipated films and a strong 3D presence throughout the year we're looking forward to another great year at the movies."

To thank cinema goers for helping make Cineworld become number one, Cineworld is offering all customers a regular popcorn for just £1 between 21st and 27th January. This offer coincides with a week of major releases with *Black Swan*, *Neds* and *Morning Glory* all on general release from the 21st January.

During 2011, Cineworld is continuing its commitment to screen a broad selection of films and live events. As well as the biggest blockbusters Cineworld is screening the best in world cinema as well as live ballet, opera and theatre performances from around the globe. Cineworld also plans to bring a variety of live sporting events to cinemas around the country. Finally, the popularity of 3D promises to continue into 2011 with releases such as *Harry Potter and the Deathly Hallows: Part 2*, *Pirates of the Caribbean: on Stranger Tides* and *Captain America: the First Avengers*

- Ends -



Notes to editors:

*Source – EDI Rentrak 2010

About Cineworld Group

Cineworld Group was founded in 1995 by Steve Wiener, the current Chief Executive, and is now one of the leading cinema groups in the UK. The Group operates 78 cinemas of which 72 are multiplex sites with five screens or more. In 2007 Cineworld successfully floated on the London Stock Exchange.

More information can be found at www.cineworld.co.uk

For press enquiries, please contact:

Joe Dawes

Joe.Dawes@hillandknowlton.com

0207 413 3122

Alison Metcalfe

Alison.Metcalfe@hillandknowlton.com

0207 413 306