



**Cineworld agrees to double Digital Estate to capitalise
on major 3D film releases this year**

Cineworld plc (the "Company"), the UK's only quoted cinema chain, is delighted to announce today that it has signed an agreement with NEC, to double the number of digital screens across its estate.

The deal is to acquire 74 further digital projectors at a total cost of circa £4m which includes the equipment and installation costs. By April 2009 Cineworld plans to have a total of 148 digital screens fitted and operational across its entire estate, providing 1 in 5 screens with digital capability.

In addition, this transaction will create the largest 3D estate of any cinema chain in the UK. Cineworld will use technology from RealD, the world leaders in 3D, in 144 of its digital screens enabling it to show 3D movies to 40,000 customers at any one time.

During 2009 thirteen films are scheduled for release in 3D format including: Walt Disney's, **Bolt** and **Toy Story 3D**; DreamWorks Animation **Monsters Vs Aliens**, a Paramount Pictures release; 20th Century Fox's **Ice Age 3: Dawn of the Dinosaurs** and James Cameron's **Avatar**; Sony's **Cloudy with a Chance of Meatballs** and Universal's **Coraline**.

Steve Wiener, CEO of Cineworld Group plc, said, "Cineworld is proud to be the UK's leading digital operator and the deal with NEC further reinforces our market leading position. We strive to offer our customers the best possible cinematic experience and this deal means we can offer them the choice of digital programming across the UK. The timing of this deal enables us to take full advantage of the busy 3D film slate this year and I am pleased that Cineworld will be able to provide this latest technological advance to more of its customers."

Cineworld envisages that the next stage of its rollout of digital screens in the existing estate will start once agreement is reached with the film studios on the financial terms of such a move.

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Notes to Editors

Cinemas which will have digital screens (all with 3D unless stated) include:

England	Scotland	Wales	Ireland
Ashford Ashton-Under-Lyne Bedford (no 3D) Bexleyheath Birmingham Broad Street Boldon Bolton Bradford Braintree Brighton Burton Upon Trent Bury St Edmunds Castleford Chelsea (no 3D) Cheltenham Chesterfield Chichester Crawley Didcot Didsbury (Manchester) Eastbourne Enfield Feltham (Middlesex) Fulham (London) Gloucester Harlow Haymarket (London) Hull Huntingdon Ilford Ipswich Isle of White Liverpool Luton Middlesborough Milton Keynes Northampton Nottingham Rochester Rugby Runcorn Shaftsbury Ave(London) Sheffield Shrewsbury Solihull St Helens Staples Corner (London) Stevenage Wakefield Wandsworth West India Quay (London) Weymouth Wolverhampton Wood Green Yeovil	Aberdeen Dundee Edinburgh Falkirk Glasgow (Renfrew Street)	Cardiff Llandudno Newport	Dublin (Parnell Street)



3D Films scheduled to be released in 2009

16.01.09	My Bloody Valentine (Lionsgate)
06.02.09	Bolt (Disney)
03.04.09	Monsters vs. Aliens (DreamWorks Animation, a Paramount Pictures release)
24.04.09	Jonas Bros.3D Concert (Disney)
15.05.09	Coraline (Universal)
03.07.09	Ice Age 3: Dawn of the Dinosaurs (Fox)
24.07.09	Piranha (Entertainment)
21.08.09	Final Destination 4 (Entertainment)
18.09.09	Cloudy With a Chance of Meatballs (Sony)
02.10.09	Toy Story 3D (Disney)
16.10.09	Up (Disney)
30.11.09	A Christmas Carol (Disney)
18.12.09	Avatar (Fox)

Cineworld Group plc

Cineworld Group plc was founded in 1995 by a management team including Steve Wiener, Chief Executive. It is the UK's second largest cinema operator with 75 sites and 775 screens, including 5 out of 10 highest grossing cinemas in the UK and Ireland.

The Group listed on the LSE on May 2nd 2007. To see where in the UK you can see Bolt and other great movies in digital 3D go to www.cineworld.co.uk.

NEC Display Solutions Europe GmbH

NEC Display Solutions Europe GmbH has its European headquarters in Munich, Germany and is responsible for all business activities in EMEA, divided into the four sales regions Northern Europe, Western and Southern Europe, Central Europe, Eastern and South-East Europe with Middle East/Africa. NEC Display Solutions benefits from the technological know-how and technologies of the NEC Corporation and, with its own Research and Development, is one of the world's leading manufacturers offering the widest product range of display solutions in the market. The display product portfolio ranges from entry-level to professional and speciality desktop LCDs, via large-size Public Displays for Digital and Retail Signage (LCD and plasma technology) to plasma displays for home cinema applications. The Projector range offers products for all needs, from portable devices via business projectors to products for permanent operation (such as PoS applications) and digital cinema projectors. Managing Director of the European head office is Bernd Eberhardt.

For more information, please visit us online at www.nec-display-solutions.co.uk

NEC Corporation is one of the world's leading providers of internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of its diverse and global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networking, and by providing advanced semiconductor solutions through the NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide.

RealD

RealD is the global leader in 3D, bringing the most advanced and enjoyable digital 3D experience to cinemas worldwide. RealD's next-generation technology, deployed across the world's largest 3D platform in 34 countries with over 1,600 screens, provides a stunningly realistic viewing experience. Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with thirty years of scientific development behind its systems. RealD's mission-critical 3D visualization technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more. www.RealD.com