



CINEWORLD TAKES CENTRE STAGE AT THE O2

Cineworld becomes The O2's cinema venue

London, 24 June 2010 – Cineworld, the UK's only quoted cinema chain, has today announced that it will now operate the cinema located inside The O2, London's iconic entertainment venue. Cineworld will take over the 11 screen multiplex at the Greenwich site, which currently has two 3D screens and a seating capacity of 2844 people. Opening for business as Cineworld from Friday 25th June, the agreement includes a 25 year lease.

As one of the UK's leading cinema chains, Cineworld already has 77 sites across the UK, with 13 of those based in London. This agreement marks the second of Cineworld's expansions this year, having already recently announced a Cineworld cinema in the capital's new Wembley City development, due to open in 2013.

The cinema, located inside the world's most popular music venue*, drew box office of £4.1 million in 2009 (source: Nielsen EDI). Furthermore, the main auditorium at the cinema houses London's largest cinema screen, with an impressive 770 seats, offering Cineworld the opportunity to bring its customers a unique experience and the very best in cinema entertainment.

Steve Wiener, CEO of Cineworld, comments, "The O2 is a landmark destination in not only London, but the UK as a whole. We are delighted to be able to offer our customers another great London cinema and excited about the possibilities that come with being located in one of the world's leading entertainment venues.

Beyond the blockbuster, we're committed to bringing cinema-goers diverse and innovative content and are confident that with this iconic location, we can do just that."

David Campbell, CEO & President, AEG Europe, owners and operators of The O2, added, "We welcome this deal with Cineworld, who have always impressed us with their consistent, first-class customer experience. The O2 is not just the world's most popular music venue but also has a vibrant Entertainment District, and we see this exciting agreement as a significant

step in further developing The O2, and offering visitors the best in big screen entertainment. The recent announcement of a full digital rollout, across the Cineworld estate, will reinforce the offer.”

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Notes to Editors:

*By ticket sales. Source: Pollstar listed ticket sales

The Cineworld Group PLC (“Cineworld”) has taken this 25 year lease from the Waterfront Limited Partnership, part of the Anschutz Entertainment Group (“AEG”).

The financial terms of this agreement are confidential.

About Cineworld

Cineworld is one of the leading cinema groups in the UK and Ireland. It was founded in 1995 by Steve Wiener, the current Chief Executive, and today operates 77 cinemas with 790 screens, of which 33% are digital with 3D capability. It is a market leader in showing a wide variety of content such as Bollywood and Live events; including Opera, Ballet and Rugby in 3D. Cineworld participates in the Tesco Clubcard programme and operates the only cinema subscription service in the UK, the Unlimited Card. Cineworld has been listed on the London Stock Exchange since May 2007.

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