



NEWS

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DIGITAL, STATE OF THE ART CINEMA EXPERIENCE TO ARRIVE IN ROMANIA THIS AUTUMN

The Light, a UK based company set up to deliver a superior, digital exhibition experience, is to launch its ground breaking concept in two sites in Romania this November.

The company, founded by international industry experts, John Sullivan and Keith Pullinger, has just concluded deals to open cinemas on 1st November 2008 at The Liberty Center, Bucharest and Tiago Mall, Oradea.

Both cinemas will be 8 screens, up to 1500 seats and will feature the latest digital projection facilities with 3-D capability. They will allow alternative content to be shown alongside the widest range of film and ensure the sites gain maximum use for a range of onscreen activities for both broader business purposes and the local community.

The superior quality fit out will extend through a stylish foyer environment including a contemporary cafe bar.

John Sullivan, says "These developments are of the highest quality and they provide the ultimate local and international retail & leisure experience - an ideal setting for our cinemas"

Keith Pullinger, thinks there is great potential and, says "Romania has not seen cinemas like these and we are really thrilled about the opportunity to bring world class digital cinemas to an eager and excited market. There is a huge appetite for film and combining that with a spectacular cinema offering, there is the potential to appeal to all budgets, ages and interests"

About The Light

At the heart of The Light is a superior concept designed to bring the overall cinema experience up to a standard that sits most naturally with the vastly enhanced quality of digitally projected content.

A consumer discerning enough to seek out the benefits of digital cinema, including the higher standards and broader choice, will want those standards met and exceeded by a sumptuous cinema environment that offers similar high levels of choice in all areas.

The company has been built on the worldwide experience of the two founders, John Sullivan, formerly of Warner and Village Cinemas and Keith Pullinger, previously at Virgin and UGC.

About John Sullivan

John is a long term property professional who until 1996 focused on commercial and residential real estate in Australia, including Village Roadshow Ltd - the cinema market leader in Australia.

John continued to work for Warner Village in the UK and Village and CGV Cinemas in South Korea, Europe and Russia until 2003 when he set up his leisure consultancy group, OzSeeker Ltd, to advise property and cinema groups with a long term development strategy e.g. Westfield, Hammersons, Vue and CGV

About Keith Pullinger

Keith has 23 years experience in the Cinema Industry and was a board director for 12 years at Virgin and UGC Cinemas.

He was responsible for Business and Concept Development at both Virgin and UGC, expanding their circuits by adding, through new development and acquisition, 21 new cinemas.

He gained international experience on cinema developments in France, Spain and Japan.

Further information available at:

<http://www.libertycenter.ro/>

<http://www.tiago.ro/oradea/>

<http://www.lightcinemas.com/>

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