

Press Release

ODEON®

ODEON SILVERLINK CREATES THE ULTIMATE CINEMA DESTINATION WITH LAUNCH OF NEW IMAX® SCREEN WITH ODEON Luxe FULLY RECLINING LUXURY SEATS

A very exciting renovation has taken place in ODEON Silverlink over the last six weeks. ODEON Silverlink will mark the first ODEON site in the UK to have an IMAX® screen complete with ODEON's newly launched ODEON Luxe reclining seats.

IMAX provides guests with an immersive cinema experience, allowing them to enjoy the biggest blockbusters in the biggest way possible. IMAX's cutting-edge projection system, which delivers crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital audio create a unique environment that will make audiences feel as if they are in the movie.

ODEON's new seating will set the pace for luxury cinema with handmade fully reclining seats, significantly increased leg room and personal space for guests, as well as retractable tray tables. This marks one of the first IMAX screens in Europe to have fully-reclining seats.

Odeon Silverlink will open the premium movie-going IMAX Experience on 27th November.

Carol Welch Managing Director of ODEON said "We couldn't be more excited to be the first cinema in UK to offer The IMAX Experience with our new ODEON Luxe reclining seats. We want our guests to have the most comfortable and stunning viewing experience possible. With a jam-packed release schedule of the biggest and best films in the coming months – including *Star Wars: The Last Jedi* - we can't wait to welcome film fans through our doors to enjoy them in fantastic luxury and comfort."

"ODEON shares IMAX's commitment to entertainment excellence and we look forward to combining the world's most immersive cinema experience together with a complete refurbishment of the auditorium," **said Giovanni Dolci, Managing Director, Europe & Africa, IMAX Corporation.**

About ODEON

With more than 120 cinemas, over 960 screens and 87 years of cinema experience, ODEON is the leading cinema exhibitor across the UK & Ireland.

ODEON prides itself in being the destination of choice for film lovers, with an ongoing commitment to investing in cutting edge technology and comfort which create the ultimate cinema experience – from luxury seats, to immersive IMAX and ISENSE screens with premium sight and sound, impeccable guest service and unique opportunities to watch screenings of 70mm prints at select sites.

With more than 5,700 colleagues employed across the UK & Ireland, ODEON has been placed number 25 in the Sunday Times 30 Best Big Companies to Work For 2017 and in the top 20 of Ireland's Great Places to Work 2017.

ODEON is part of ODEON Cinemas Group, Europe's largest cinema operator, which hosts over 115m guests each year in more than 360 cinemas across 14 European countries. In 2016, our Group was acquired by AMC Theatres, creating the largest movie exhibition company in the world with over 1,000 theatres and 11,000 screens globally.

For more information, visit: <http://www.ODEON.co.uk/about-us/>

Or contact the ODEON press office: ODEON@mischiefpr.com