



LONDON'S FIRST IMAX® SCREEN FEATURING ODEON LUXE DEEMED ROARING SUCCESS BY LONDON LIONS BASKETBALL SQUAD

- **London's first fully-reclining IMAX screen at ODEON Luxe Swiss Cottage officially opens its doors to the public today**
 - **British Basketball League favourites, London Lions, were invited to trial the increased leg room and screen size to give their seal of approval as some of the tallest film fans in the capital**
- **The new cinema boasts crystal-clear IMAX screen with 184 handmade luxury recliner seats**

ODEON – the UK & Ireland's leading cinema chain – marked the official opening of London's first ODEON Luxe cinema with an IMAX screen by inviting some of London's tallest sports stars to test out the increased legroom and large format screen ahead of doors officially opening to the public today.

London's professional basketball team, the London Lions, were on hand at ODEON Luxe Swiss Cottage to put their feet up and trial the new fully-recliner seats, which offer guests triple the legroom of a standard cinema – a welcome change for the 6'8 professional athletes!

London Lions Captain and film fanatic, Joe Ikhinmwin said: "The new IMAX screen with ODEON Luxe at Swiss Cottage is a welcomed upgrade for the whole team. I spend a lot of my down time off the court watching films, so to have a cinema where we can relax and recline, with plenty of extra legroom to enjoy the best blockbusters in IMAX, is incredible for a bunch of cinema-loving giants."

As of today, London film fans can enjoy the latest films in the world's biggest format, IMAX, whilst enjoying the luxurious comfort of ODEON Luxe recliner seating – a first for London and only the second IMAX screen featuring ODEON Luxe in UK.

Anthony Thomson, General Manager at ODEON Luxe Swiss Cottage said, "Since reopening as ODEON Luxe Swiss Cottage in December, we've seen an overwhelming response from our guests who have all welcomed the luxury upgrades to their local cinema. We're excited to re-launch our cinema's IMAX screen and invite guests to come and see some of the biggest and best IMAX blockbusters in the ultimate luxury and comfort."

Key features of the new IMAX screen with ODEON Luxe at Swiss Cottage:

- 184 handmade reclining seats, individual, retractable tray tables, as well as triple the legroom and increased personal space for guests.
- A new cutting-edge IMAX screen, measuring 8.8m tall and 17.5m wide, packing crystal clear IMAX images and mind-blowing sound.
- In addition, guests can enjoy the newly renovated and refreshed areas of the cinema including a new foyer and retail area, featuring an Oscars Bar and enhanced range of food and drinks.



LINK TO BOOK: https://www.odeon.co.uk/cinemas/swiss_cottage/132/

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Notes to editors

For further questions, please contact the ODEON press office at ODEON@mischiefpr.com

About ODEON

With more than 120 cinemas, over 950 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 once again been placed number 25 in the Sunday Times Best Big Companies to Work For 2018 and named a Best Large Workplace in Ireland 2018.

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