

ODEON BRINGS BIG SCREEN MAGIC TO NORTHWICH

- *New five screen ODEON cinema to open in Northwich on 15th December*
 - *40 local jobs created, including management and team roles*
- *Guests will be able to experience cinema like never before with the new state-of-the-art ISENSE screen*
- *Project forms part of a bigger investment in the North West, with ODEON Oldham now open*

ODEON – Europe’s largest cinema chain – will bring its unique brand of entertainment to Northwich as part of an exciting new £80m retail and leisure development at Barons Quay, overlooking the River Weaver.

The new five screen, 707-seat ODEON cinema will open on Thursday 15th December in time for *Rogue One: A Star Wars Story*. Sitting at the heart of a thriving new retail and leisure quarter, the project is set to transform the entertainment and hospitality available to local film fans and families in Northwich.

The new cinema has created 40 new jobs with 90% given to those in the local area across retail, management and guest experience positions. All new members of the team will enjoy the full training and exciting career opportunities available at ODEON.

The cinema will feature the latest technology, including a state-of-the-art ODEON exclusive ISENSE screen, allowing guests to enjoy blockbusters on the cinema’s largest ultra-high-definition screen. ISENSE combines superior levels of big-picture quality, breath-taking immersive sound and all within an enhanced acoustic environment that caters for the optimum in guest seating comfort.

Key features of the new cinema will include:

- 707 seats across five screens
- Cutting-edge 235 seat ISENSE screen featuring Dolby ATMOS sound
- ODEON Premiere seating, as well as ODEON’s sub-brands ODEON Kids, ODEON Newbies, ODEON Silver Cinema & Event Cinema
- Locally sourced, scooped Beechdean ice-cream
- Freshly brewed Costa Coffee, served in the stylish on-site café
- Freshly-popped salted popcorn, Pick & Mix, and Make It Your Way Hot Dogs, Nachos, lattice fries and chunky chips served with a range of toppings and dips
- Extensive range of alcoholic beverages and soft drinks

Speaking about the new opening, **Duncan Reynolds, Managing Director at ODEON UK and Ireland, said:** “We are delighted about the opening of ODEON Northwich and very much look forward to sharing our passion for cinema with the local community. It’s great to be a part of such an exciting new leisure destination, giving residents the very best cinema experience for great prices.”

Andy Elvis, General Manager at ODEON Northwich said: “It’s fantastic to see all the planning taking shape in the new cinema. We received an astounding 350 applications for the upcoming roles at ODEON Northwich and we’re delighted to welcome our new dynamic team. We can’t wait to deliver the exceptional customer service expected by our guests.”

Councillor Brain Clarke, Cabinet Member for Economic Growth and Infrastructure for Cheshire West and Chester Council said: “The residents of Northwich, Winsford and the surrounding areas are eagerly anticipating the opening of the new ODEON cinema. The cinema is a central attraction in

the Barons Quay development, overlooking the river Weaver and surrounded by new restaurants. A visit to the new ODEON cinema will be a great leisure and entertainment experience for all.”

ODEON also recently opened a second brand-new cinema in Oldham, Greater Manchester on 21 October. This raised the total number of ODEON Cinemas in the North West to 15, showing the cinema chain’s continued investment in the region.

ENDS

Notes to Editors:

For media enquiries contact the ODEON press office at ODEON@mischiefpr.com

Guests can pre-register for *Rogue One: A Star Wars Story* tickets now via the ODEON website:

http://www.odeon.co.uk/films/rogue_one_a_star_wars_story/16038/

About ODEON

With 86 years of cinema experience, ODEON® & UCI Cinemas is a leading international cinema operator in Europe. It operates 2,247 screens at 244 sites across Europe as a whole, including 121 sites across the UK and Ireland.