



## The BFI and ODEON join forces at the BFI IMAX cinema

16<sup>th</sup> July 2012: The BFI (British Film Institute) and ODEON – the largest cinema group in Europe - have today announced that ODEON will provide under a concession agreement, a range of services for the BFI IMAX at London Waterloo, the largest cinema screen in the UK. The agreement will be effective from Thursday 19<sup>th</sup> July 2012.

The BFI IMAX is a huge success story, grossing almost £25million in box office taking over the last five years. To continue to provide the best possible service to the film industry and its audiences, the BFI has carefully selected ODEON, following a rigorous tender process, in order to boost further its potential. The cinema will continue to be called the BFI IMAX and the ownership will remain the same. ODEON will be upgrading the retail and bar offering during August and September, including the introduction of a Costa coffee shop and Yog frozen probiotic yogurt bar.

ODEON will also be offering programming services to the BFI IMAX, including the latest IMAX blockbusters, world-class alternative content including live opera and theatre and educational presentations. From this Friday the BFI IMAX will be screening Christopher Nolan's highly anticipated *The Dark Knight Rises*.

Guests will also benefit from the BFI IMAX's addition to the ODEON website and booking system, and will be able to book tickets for that must see film on the UK's biggest screen. Tickets will no longer be bookable via the BFI IMAX website or booking line. A new local rate booking line will be in place with the number 0330 333 7878.

Amanda Nevill, CEO, BFI said: "The BFI IMAX is not only a unique and iconic cinema but over the past five years has been transformed into a thriving commercial success. It's in great shape for ODEON to help us now build on this success."

Rupert Gavin, CEO of ODEON & UCI Cinemas said: "ODEON are pleased to be able to announce this new concession agreement with BFI IMAX. It's a pleasure to be working together with the BFI, who support and encourage the development of the UK film industry, and we hope to be able to offer both ODEON and BFI IMAX guests the very best service and selection of films."

**- Ends -**

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### **About the BFI**

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations

- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

### **About ODEON & UCI Cinemas**

With over 75 years of cinema experience, ODEON & UCI Cinemas Group is the Number 1 cinema operator in Europe and largest in the world outside of the Americas with 230 cinemas and 2,140 screens.