



PRESS RELEASE

BIGGEST MOVIE EXHIBITOR IN THE REGION CONTINUES WITH ITS EXPANSION!

Cineplexx is expanding in Slovenia and in Albania. First multiplex theatre is opening in that part of Europe!

Movie exhibitor Cineplexx, Austrian family owned firm which together with its partner Continental group few years ago began with serious expansion of its cinema exhibition business in the region by the end of this year is further expanding in Slovenia and is opening first multiplex in Albania! Therefore, Cineplexx will open multiplex in Slovenia in Murska Sobota and Cineplexx Tirana which will be located in shopping mall Tirana Eats Gate, biggest shopping mall in Albania!

As a movie exhibitor in Slovenia, Cineplexx is operating for more than a year. With its five multiplexes which Cineplexx opened in Spring 2013 it is definitely the biggest movie exhibitor in that country. This month, after signing lease agreement with shopping center Maximus (Dobel d.o.o.) in Murska Sobota, Cineplexx will take over three halls with a capacity of 443 seats. It will be completely digitalized, modern 3D technology will be integrated and newest surround sound which is also implemented in others Cineplexx theatres in the region and thus create an additional attraction to this shopping mall. „We are very pleased that leading movie exhibitor in the region, Cineplexx, has come to us. Coming of Cineplexx means even richer and various movie content in our town“, said Mr. Iztok Polanic, director of shopping center Maximus.

In Albania, partners Cineplexx and Continental group last year expressed interest for opening first multiplex in that part of Europe. These days negotiations are finally finalized and opening of the first multiplex in Tirana – Cineplexx Tirana East Gate – is expected in middle December of this year! Shopping mall Tirana East Gate in which Cineplexx will operate began working in 2011 and was visited by record number of residents not only from Tirana, but from whole Albania as well. This year shopping mall decided to go a step further and its future visitors provide another form of unforgettable entertainment – multiplex cinema!

Cineplexx Tirana East Gate will have seven modern halls with capacity of 908 seats from which 90 of them will be special leather VIP seats located in the best part of the halls so that visitors could enjoy in the movies like they are watching them from their favourite chairs at home and 55 seats will be love seats. Besides seats, all halls in multiplex will be completely digitalized with modern 3D technology and surround sound.



Cineplexx Murska Sobota and Cineplexx Tirana East Gate with its quality, range and services will definitely be according the most modern cinema standard in Europe. With 150 titles a year, these two Cineplexx theatres will show the latest Hollywood blockbusters as well as local production and European movies.

Besides full 3D experience, extraordinary picture quality on big screens, comfortable halls and rich offer of the most popular movies, Cineplexx Murska Sobota and Cineplexx Tirana East Gate will give the visitors numerous additional benefits. Among them there are rewarding programs, loyalty cards, prize games, various promotions, special programs on family days, special day in a month for ladies (Ladies Night), men (Men's Night), free parking, most modern web site for ticket booking and detailed review of theatre programs, trailers and much more.

After the opening, multiplexes Cineplexx Murska Sobota and Cineplexx Tirana East Gate will become altogether fourteenth and fifteenth Cineplexx cinema in our region (besides five in Slovenia, four in Croatia, two in Serbia and one in Crna Gora and Macedonia which already are operating). If we add to this number Cineplexx theatres which are already working in Austria and Italy for years, Cineplexx has with two more multiplexes further strengthened its position as the leading movie exhibitor in South-East Europe!