



VILLAGE ROADSHOW LIMITED

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VILLAGE TO OPEN NEW FLAGSHIP CINEMAS IN DONCASTER

Village Cinemas has set new standards for cinema operators worldwide with the unveiling of its new cinema complex at Westfield Shoppingtown Doncaster in Melbourne, Australia.

The Doncaster cinemas will feature a “new generation” multiplex, and the luxurious Gold Class Cinemas and Cinema Europa concepts.

And, in an industry first, Village has substantially reduced seating capacity in all auditoria to make way for new, wider lounge style seats. Each seat will feature double armrests, contoured backs and extra padding for greater comfort. Aisle legroom between each row will also be expanded to give the cinema a “lounge room” type feel.

Work on the new site begins in the next few months, with the cinema expected to open at Easter 2001.

“Our customer satisfaction surveys clearly show that comfort is a key factor in the overall enjoyment of the cinema experience,” said Mr. George Livery, managing director, Village Cinemas Australia.

“This new generation cinema demonstrates our continuing commitment to add excitement and innovation to cinema going by listening to what our customers rate as important.

“And, unlike others, this will be our standard offering for which we won’t be charging any extra.”

The Doncaster cinema complex will house:

Ten mainstream cinemas all with:

- Stadium seating throughout with improved sightlines
- Floor to ceiling, wall to wall screens
- Plush chairs with double armrests.
- Multi-format digital sound in every auditorium
- Digital projection capabilities in anticipation of technological changes.

Two Gold Class Cinemas:

These will be a refinement of Village's already extremely successful "first class" cinema concept. Along with fully reclining armchairs with footrest and adjustable backs, wide screens, digital sound and the very best in fine food and beverages, bar service and the like, Gold Class will feature such innovations as in-seat personal call service for immediate waiter attention.

Two Cinema Europa Cinemas:

Doncaster will be the third location to house this popular new concept. Aimed at the sophisticated moviegoer, Cinema Europa combines classic design with contemporary fittings and fixtures to create a stylish and cosmopolitan cinema experience. Its presentation of fine, quality films perfectly compliments the elegant environment.

"This is the next evolution in cinema design and I predict it will become the industry standard within the next five years," Mr. Livery said.



For further information please contact:

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