



# VILLAGE ROADSHOW LIMITED

Web Site: [www.villageroadshow.com.au](http://www.villageroadshow.com.au)

Thursday, August 24, 2000

## VILLAGE ANNOUNCES MONSTER MOVIE SALE FOR SEPTEMBER

Village Cinemas is cutting the price of all movies tickets to \$8.50 for the month of September.

The top ticket price will drop from \$13.60 to \$8.50(GST inclusive) from Thursday, August 31 - the traditional start of the cinema week.

The \$8.50 price will apply to every person, every movie, and every session of every day of September.

“We have made a conscious decision to be more aggressive and more flexible with our pricing as we compete with expanded leisure choices,” said Mr. Robert Macolino, Chief Operating Officer, Village Cinemas Australia.

“This initiative will gelignite people out of their homes and into our cinemas at a time when we expect TV watching will be higher than normal due the Olympics. We want to give them a break.

“And the offer is made even more attractive when you look at the excellent line up of films showing in September.”

Movies screening during the Movie Sale include the US smash hits, SCARY MOVIE (US\$150M box office gross), BIG MOMMA’S HOUSE (US\$115M), HOLLOW MAN (US\$75M) AND ROAD TRIP(US\$70M), as well as the second movie based on the phenomenal kid’s craze POKEMON and Yahoo Serious’ new comedy MR ACCIDENT.

“This sale will apply to some 35 films over 36,630 sessions on 282 screens throughout Victoria and Tasmania,” Mr. Macolino said.

“We are gearing up for an explosion of people because we know what results these initiatives can deliver. When we ran something similar in October 1997 we had many thousands more people coming to our cinemas which, in turn, impacted positively on our bottom line.”

“We are confident of a similar success this September.”

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