



29th November 2017

LONDON'S FIRST FULLY-RECLINING ODEON LUXE CINEMAS TO LAUNCH IN PUTNEY, HAYMARKET AND SWISS COTTAGE – JUST IN TIME FOR CHRISTMAS

- *ODEON Putney, ODEON Panton Street and ODEON Swiss Cottage will become London's first fully reclining ODEON Luxe cinemas this December, with handmade luxury recliner seats across all screens, and a reclining IMAX screen to follow in Swiss Cottage in the New Year*
- *Each reclining screen will be upgraded with new speakers and Dolby 7.1 surround sound throughout to see the latest entertainment in style*
- *The new ODEON Luxe cinemas will also feature a range of exciting new food & drink options*
- *ODEON Panton Street will re-launch as ODEON Luxe Haymarket for film fans in the local area*

ODEON – the UK & Ireland's leading cinema chain – has today revealed London will soon be home to three of its new ODEON Luxe cinemas, offering London film fans exciting new, fully-reclining venues to enjoy the latest films in luxury – just in time for Christmas.

ODEON Luxe Swiss Cottage will officially launch to cinema goers on 9th December, with ODEON Luxe Putney on 13th, followed shortly after by the newly re-named ODEON Luxe Haymarket, formerly ODEON Panton Street, on 14th December.

Each of the cinemas will feature brand new luxurious handmade reclining seats across all screens, with increased leg room and personal space for guests, as well as retractable tray tables to ensure ultimate comfort.

The New Year will also see ODEON Luxe Swiss Cottage become London's first ODEON site to house an IMAX® screen complete with ODEON's newly launched ODEON Luxe reclining seats.

Guests visiting all sites can experience an overhaul of the technology in the cinemas to deliver an outstanding viewing experience. Each cinema will now boast new speakers and Dolby 7.1 Surround Sound across all auditoriums, as well as a new in-screen lighting system to help minimise distractions between guests.

Hard of hearing or partially sighted guests can also take advantage of new Dolby Fidelio Audio Description systems and Hearing-Impaired loops across all screens.

The launch of all three ODEON Luxe cinemas comes ahead of an exciting schedule of new films for guest to enjoy this festive season, including original musical starring Hugh Jackman *The Greatest Showman* (26th December), family-friendly animation *Ferdinand* (16th December) and the hugely anticipated epic *Star Wars: The Last Jedi* (14th December).

Guests at each cinema can also enjoy a range of promotions and discounted screenings such as ODEON Kids, ODEON Newbies, ODEON Silver Cinema & ODEON Screen Unseen – as well as being able to take advantage of ODEON's Limitless cards and ODEON Première Club loyalty scheme.

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ODEON LUXE PUTNEY

Following a three-month refurbishment, ODEON Putney will re-open its doors as **ODEON Luxe Putney** on December 13th, complete with 333 fully-reclining, luxury seats across all three upgraded screens, with a host of food and drink options, including popcorn, nachos, hot dogs and all-new chicken strips. The cinema will also feature a new Oscar's Bar serving a selection of alcoholic beverages, in addition to the re-vamped on-site Costa.

ODEON LUXE HAYMARKET (formerly ODEON Panton Street)

ODEON Panton Street, will be re-launching on 14th December with the new name **ODEON Luxe Haymarket**. The cinema, renowned for its screenings of cult classics, Indie and foreign films, will be home to 182 fully reclining seats across all four upgraded screens. The cinema's décor has also been given a refresh, with new carpets, fixtures and paint throughout.

ODEON LUXE SWISS COTTAGE

Fans of **ODEON Swiss Cottage** will be able to take advantage of the luxury ODEON experience from 12th December, when the cinema officially launches as an ODEON Luxe. All four standard screens have been upgraded, with 223 fully reclining seats and 12 new speakers throughout, while screens two and three have also been upgraded with enlarged screens for improved picture quality, providing the ultimate viewing experience. The cinema's foyer and retail area have undergone a complete refurbishment with a new Oscars Bar serving a range of alcoholic and non-alcoholic beverages.

"We're thrilled to announce the ODEON Luxe experience will be coming to London just in time for Christmas," **said Duncan Kerr, ODEON Luxe Project Manager**. "These new ODEON Luxe cinemas have been given a luxury makeover to provide the ultimate movie-viewing experience that we've prided ourselves on for almost 90 years – and with an exciting line-up of films including the highly anticipated *Star Wars: The Last Jedi* set to release over the festive period, we're inviting guests across the capital to sit back, relax and enjoy our fully-reclining ODEON Luxe experience in style."

For more information on available offers and to book tickets for upcoming screenings, guests can visit the ODEON website: <http://www.ODEON.co.uk/>

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Notes to editors

For further questions, please contact the ODEON press office at ODEON@mischiefpr.com

Cinema upgrade specifications

Key features of the new ODEON Luxe refurbishments at **Putney** will include:

- Three fully-refurbished screens with upgraded Dolby ATMOS sound systems
- 333 fully-reclining seats across all auditoriums, with increased leg-room, improved comfort and handy tray tables
- 39 speakers across all auditoriums
- An upgraded food & drink range including popcorn, hot dogs, nachos and chicken strips
- A new Oscar's Bar serving a selection of alcoholic beverages, including wines, beers and cocktails
- Renovated and refreshed areas of the cinema including a new foyer, retail area, ceilings, toilets and LED lighting
- Renovated and refreshed on-site Costa

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Key features of the new ODEON Luxe refurbishments at **Haymarket** will include:

- Four fully-refurbished screens with upgraded Dolby ATMOS sound systems
- 182 fully-reclining seats across all auditoriums, with increased leg-room, improved comfort and handy tray tables
- 24 speakers across all auditoriums
- Renovated toilets and newly refurbished signage, carpets, paint and fixtures throughout

Key features of the new ODEON Luxe refurbishments at **Swiss Cottage** will include:

- Four fully-refurbished screens with upgraded Dolby ATMOS sound systems
- 223 fully-reclining seats across all four standard screens, with increased leg-room, improved comfort and handy tray tables
- 12 new speakers across all four standard screens
- Renovated and refreshed areas of the cinema including a new foyer, retail area, ceilings, toilets and LED lighting
- A new Oscar's Bar serving a selection of alcoholic beverages, including wines, beers and cocktails
- Early 2018 will also see ODEON Luxe Swiss Cottage become London's first ODEON site to house an IMAX® screen, complete with ODEON's newly launched ODEON Luxe reclining seats.

About ODEON

With more than 120 cinemas, over 960 screens and 87 years of cinema experience, ODEON is the leading cinema exhibitor across the UK & Ireland.

ODEON prides itself in being the destination of choice for film lovers, with an ongoing commitment to investing in cutting edge technology and comfort which create the ultimate cinema experience – from luxury seats, to immersive IMAX and ISENSE screens with premium sight and sound, impeccable guest service and unique opportunities to watch screenings of 70mm prints at select sites.

With more than 5,700 colleagues employed across the UK & Ireland, ODEON has been placed number 25 in the Sunday Times 30 Best Big Companies to Work For 2017 and in the top 20 of Ireland's Great Places to Work 2017.

ODEON is part of ODEON Cinemas Group, Europe's largest cinema operator, which hosts over 115m guests each year in more than 360 cinemas across 14 European countries. In 2016, ODEON Cinemas Group was acquired by AMC Theatres, creating the largest movie exhibition company in the world with over 1,000 theatres and 11,000 screens globally.

For more information, visit: <http://www.ODEON.co.uk/about-us/>

Or contact the ODEON press office: ODEON@mischiefpr.com