

ODEON CINEMAS GROUP

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ODEON LUXE LEICESTER SQUARE OPENS AFTER MULTI MILLION POUND LUXE TRANSFORMATION

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- *Four further screens with luxury seating creating a unique alternative intimate viewing experience*
- *Ornate new interior plus restored heritage features and new glass-fronted Oscar's cocktail bar create world's most sophisticated cinema for Hollywood stars and film fans*
- *Open just in time for Christmas and the release of Mary Poppins Returns*
- *First opened in 1937, Europe's most famous cinema is now open for a packed schedule of blockbusters*
- *ODEON Leicester Square has hosted over 700 film premieres over the past 80 years, and will set the standard for generations to come*
- *Tickets available to book now*
- https://www.odeon.co.uk/cinemas/london_leicester_square_odeon_luxe/105/

Europe's most famous cinema, London's ODEON Leicester Square, has reopened to the capital's film fans following an 11 month, multi-million-pound Luxe refurbishment that has transformed the UK's 'home of the premiere' back into a global icon in the heart of London's West End.

ODEON Luxe Leicester Square is the flagship cinema for ODEON Cinemas Group, Europe's largest cinema operator, an AMC Entertainment company.

Film fans in London and beyond can now experience the ultimate cinema experience in one of the city's most iconic spaces. The reborn and lovingly restored cinema blends the historic glamour and charm of the original venue (first opened in 1937) with state of the art luxury and technology.

Tickets for the brand-new cinema are available to book now, with tickets starting at just £10 for every show:
https://www.odeon.co.uk/cinemas/london_leicester_square_odeon_luxe/105/

Premiere screen:

Home to hundreds of premieres, the building's largest screen has been

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Dolby Cinema experience. Combining dramatic imaging that delivers a spectacular, leading-edge visual experience through the Dolby Vision dual laser projection system and moving audio which fills the cinema and flows all around you with Dolby Atmos, every person will get a truly immersive and unforgettable cinematic experience, no matter where they are in the 800 seat auditorium.

VIP Luxe comfort

800 guests can now enjoy luxury seating throughout, including over 350 powered Luxe recliners offering extensive legroom, 27 inch width for each seat (28 inch for the 22 seats in the Royal Box), sumptuous comfort and personal tray tables. All 800 seats have been designed to give guests the perfect comfort and viewing experience.

Screens 2-5:

Screens 2-5 at ODEON Luxe Leicester Square have also received full refurbishment to offer an exclusive, intimate experience with luxury seating for 116 guests across all screens.

Iconic venue:

The full interior makeover has transformed the cinema into a stunning leisure and entertainment venue. New escalators improve access and enhance the beautiful contemporary art deco design. The building's famous heritage features have been lovingly restored including the original Compton organ in the premiere screen, a breath-taking mirror wall created for the digital age, and auditorium doors that pay homage to decades of Royal and world premieres. The opulent new Oscar's Bar (named after ODEON founder Oscar Deutsch) is all set to serve an extensive range of drinks, including champagne and cocktails, and offer guests stunning views across Leicester Square from the bespoke new glass enclosed balcony.

Carol Welch, Managing Director ODEON UK & Ireland said: *"After months of preparations and building excitement, ODEON Luxe Leicester Square is back and better than ever – and we can't wait for guests to*

guests through our doors to enjoy this unrivalled cinema experience and celebrate film in all its glory.”

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