



## **UCI CINEMAS ACQUIRES THE SEVEN CINEPLEX AT GIOIA DEL COLLE AND WITH 50 MULTIPLEXES CONSOLIDATES ITS LEADERSHIP IN PUGLIA AND THROUGHOUT ITALY**

*Since 1 February, the multiplex on Via Federico Fellini in Gioia del Colle (Bari) has been part of the UCI Circuit, which already had a presence in the region with the UCI Molfetta and UCI Showville Bari multiplexes.*

*Nationally, UCI Cinemas is reinforcing its leadership, now with 50 multiplexes, a total of 503 screens and a market share of over 22%.*

*UCI Cinemas Seven Gioia del Colle will provide the public with a great entertainment experience, showing a wide range of films and offering loyalty schemes, CRM solutions and the UCI Cinemas digital purchasing services, which are considered “best in class” in the cinema sector in Italy.*

Milan, 1 February, 2018 – **UCI Italia**, part of Europe’s largest cinema chain, **Odeon Cinemas Group**, is expanding the **UCI Cinemas** circuit through the acquisition of the SEVEN CINEPLEX at Gioia del Colle, in the province of Bari. Located at No. 80, Via Federico Fellini, the multiplex has 8 digital screens fitted with the Dolby Digital Surround audio system, and offers a total of 1,295 seats. With this acquisition, UCI Cinemas is consolidating its leadership both nationally – arriving at a total of

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UCI Italia Spa Press Office

Luca Damiani – [ldamiani@lobcom.it](mailto:ldamiani@lobcom.it) - Mob. +39 338/6904566

Soyana Lanza – [slanza@lobcom.it](mailto:slanza@lobcom.it) - Mob. +39 366/6897026

Silvia Chicconi – [schicconi@lobcom.it](mailto:schicconi@lobcom.it) - Tel. +39 02/89354208



50 multiplexes, with 503 screens and a market share of 22% – and within the Puglia region, where it already had the 12-screen UCI Molfetta multiplex and the 8-screen UCI Showville Bari multiplex.

**Andrea Stratta, CEO of UCI Italia**, states: “After a 2017 in which we achieved excellent results in terms of market share and territorial expansion, with the opening of the Orio multiplex and the IMAX auditorium featuring the largest screen in Italy, UCI Cinemas is pressing ahead with its growth strategy, strengthening its presence in Puglia and across southern Italy. This enables us to continue playing an increasingly important role in the segment of Italian films, which are particularly well-received in this part of the country. To those visiting the Seven multiplex, we will offer a high-quality service, leveraging the unique cinema experience that UCI Cinemas is able to deliver through the high technological standards of the screenings, as well as a whole series of services and promotions that facilitate access to our cinemas, such as the dedicated UCI app that allows cinemagoers to check in without having to wait at the ticket desk – a service that applies to tickets purchased via the app and for those purchased online via the [www.ucicinemas.it](http://www.ucicinemas.it) site. The UCI CINEMAS digital purchasing experience, alongside the self-service ticketing machines available on-site and at the call centre (tel 892 960), is the “best in class” in the cinema sector in Italy.

**UCI Cinemas Seven Gioia del Colle** will offer the public a **wide-ranging film programme** including the latest blockbusters, concerts, sporting events, operas, plays, manga and arthouse films, in addition to the **Films in English** series, thanks to which every Wednesday there will be an original-language screening of a film.

There will also be opportunities to take advantage of special rates that the UCI chain makes available nationally to all film lovers. First and foremost, there is the loyalty scheme, which offers discounts and free tickets through the activation of the **SKIN uicards** (SKIN Cinema, SKIN Student and SKIN Family) – the only loyalty cards issued by a cinema group in Italy, which offer **discounted tickets to families and students every day of the week**. UCI Cinemas Seven Gioia del Colle will

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also offer: the **Cinefans card in the Basic and Plus versions**, which gives entry to **5 films from €23** and can be used for up to 60 days after the issue date: the **Ricomincio da Tre** weekly programme, thanks to which tickets are available for the Tuesday screening of newly released films at just €3.50; and **Femmine Contro Maschi**, the promotion that allows female cinemagoers to see Tuesday screenings at the reduced ticket price of €6 for 2D films (discounted to €5 for SKIN ucicard holders). And for the youngsters, UCI Cinemas Seven Gioia del Colle will offer the **Birthday party package**, which includes a film of their choice and a mouthwatering menu at an exceptionally attractive price, to allow them to celebrate their special day with their friends.

*The **Odeon Cinemas Group** is the largest cinema chain in Europe and is owned by AMC Entertainment Holdings. In Italy, the group has 50 multiplex cinemas, with a total of 503 screens.*

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