

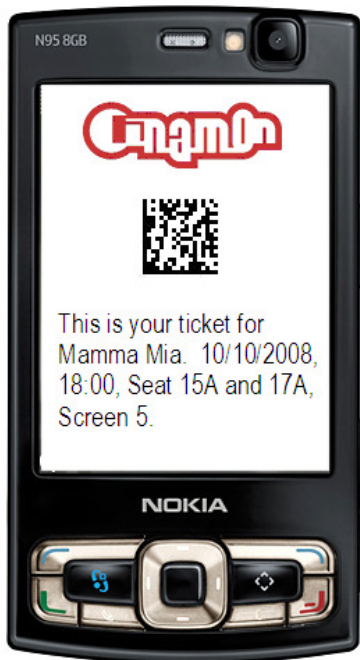


PRESS RELEASE:

8 September 2008: **FOR IMMEDIATE RELEASE**

CINAMON CINEMAS SPICE THINGS UP AS THEY MOBILISE EASTERN EUROPE'S FILM FANS

Cinamon Cinemas roll out exciting mobile phone cinema ticketing service at multiplexes in Latvia, Lithuania and Estonia



Cinamon Cinemas, Eastern Europe's rapidly-growing cinema chain, Mobiqa, world leaders in mobile cinema ticketing and Vista Entertainment Solutions, a global leader in entertainment software solutions have launched Latvia, Lithuania and Estonia's first mobile cinema ticketing service for film fans.

Customers of Cinamon Cinemas can take advantage of this convenient new offering by buying their tickets on Cinamon Cinema's website and opting for mobile ticket delivery. A cinema ticket is then generated and delivered straight to the customer's mobile phone in the form of a text message. Cinamon's mobi-ticket contains a unique 2D barcode and accompanying information about when the film starts, the customer's seats and what screen the film will be shown on. This barcoded message is simply opened by the customer as they enter the foyer, scanned by a member of Cinamon's staff and then they are free to enjoy the latest blockbusters as usual.

Mobile ticketing offers several unique benefits for cinemas and their customers over that of traditional paper tickets. Customers no longer need to turn up early to purchase their tickets at the box office or at automated kiosks, they can make their way straight to the usher point, streamlining

entry into the movie. mobi-tickets allow customers more time to visit concession stands before their film starts as they already have their ticket on their phone and mobile ticket are more environmentally friendly than the paper tickets issued at the box-office and kiosks. mobi-tickets are highly convenient, efficient and versatile as there is potential for the barcode in the ticket to act, not only as your entry into the film, but to double-up as a coupon for promotions at the cinema's concession stands.

Arpad Abonyi, Chairman of the Management Board of *Cinamon Group* from Cinamon Cinema comments, "The concept of 'Cinamon' is to always offer the best, which is why our new cinema centres are the most modern in the whole of the Baltics region."

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Note to Editors:

About Cinamon Cinemas

Cinamon is a new entertainment and leisure chain in the Baltic countries including Cinema Centers, Food and Beverage places, Games section etc. *Cinamon* currently owns two multiplex cinemas in Lithuania (Kaunas and Klaipeda), just opened a new cinema in Estonia – Tartu and is building new cinemas in Tallinn and in Riga. Cinamon is managed by the people that opened East Europe's first Multiplex in Budapest, and operated 14 multiplexes including number one theatre in the region, Duna Plaza with its 1.9 million customers. Cinamon offers more than movies, creating entertainment choices, quality products and first rate customer services, in the cinema-based entertainment business. By 2009, Cinamon intends to be the major Multiplex-Entertainment Chain in the Baltics.

About Mobiqa

Mobiqa are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 40 countries. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com