

PRESS RELEASE:

Friday 9 May 2008: FOR IMMEDIATE RELEASE

- **EVERYMAN CINEMA CLUB PRESENTS: MOBILES AT THE MOVIES**
- **INNOVATION IN CINEMA TICKETING WITH MOBILE MOVIE TICKETS FROM EVERYMAN CINEMA CLUB**



London, UK. – (9 May 2008) - Everyman Cinema, London and the South East's premium cinema brand, is the first cinema chain in the UK to roll-out the capabilities of sending tickets directly to their customers' mobile phones. Film fans will have to switch their phones on in order to see the latest blockbusters and their favourite screenings as their ticket will be sent in the form of a barcode to their mobile phone.

Everyman will launch the initiative in their Hampstead Village venue and are working with Edinburgh-based Mobiqua, world leaders in mobile ticketing technology, and Vista Entertainment Solutions, leaders in entertainment software solutions, to provide this innovative service to film goers. Everyman is not your conventional cinema, instead

the Everyman vision is to create a family of social destinations that connect communities UK wide and provide a core utility in their locality, offering services such as champagne receptions, acoustic sets and cinema talk sessions as well as screening world sports fixtures and films for young mothers with screaming babies. Mobile ticketing capabilities offers an added service to Everyman's versatile, lavish and exciting customer service centric experience.

From Friday 9th May Everyman customers can order and pay for their tickets online at www.everymancinemaclub.com and enjoy the added convenience of having their mobi-ticket sent straight to their phone. mobi-tickets are simple text messages containing a unique barcode and information about the film time, screen and seating. All customers need to do is present this message at the cinema where it is be scanned by staff to allow entry into the film.

As well as allowing entry to the film, mobi-tickets are highly versatile and could also double-up as a voucher or coupon to be used for concessions offering 2-for-1 on food and drink for example. Mobile ticketing helps to streamline customers through to their screen as they no longer have to queue up at the box office or self-service kiosks to collect their tickets. mobi-tickets are also more environmentally friendly than their paper counterparts as they reduce the need to print out high volumes of cinema tickets.

Daniel Broch, Founder and CEO of Everyman Cinema comments, "Innovation and creativity sit at the core of our brand. We are passionate about developing great initiatives that offer value added experiences to our customers and provide us with distinct points of difference; mobi-tickets delivers this vision"

Nick Rankin, CEO of Mobiqa explains, "Everyman Cinema Club offers their customers new entertainment options and exciting cinematic events providing one of the most original cinema-going experiences in the U.K. It is therefore a fitting venue to be the very first cinema chain in the U.K. to offer mobile ticketing capabilities to their customers. We very much look forward to working with Everyman and hope their customers take full advantage of this exciting, new technology."

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Note to Editors:
About Mbiqa

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mbiqa'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 cinema, concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mbiqa's patented barcode technology is

available on six continents and in over 35 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

About Everyman Media Group

The Everyman Media Group's vision is to connect and indulge communities the world over, through developing fresh and innovative concepts in leisure, entertainment, retail and hospitality.

The Everyman Cinema Club is the incarnation of our philosophy of bringing together a superb customer focused destination within exquisite surroundings for communities to enjoy, it's not just about the movie it's about the experience.

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About Vista

Vista is a world leader in cinema management software, with installations in over 30 countries including the United States, Canada, United Kingdom, Hong Kong, Mexico, India and Australia. The Vista software is used by a range of exhibitors from single screen independent cinemas to circuits with more than 100 sites and 1000 screens. Vista is available in English, Chinese, Spanish, French and Portuguese, with other languages available on request.

Vista is a highly flexible product having been developed with the needs of the worldwide exhibition community in mind. Vista's extensive product line covers Box Office, Concessions, Back Office, Online Ticket Sales and full Home Office function. The advanced functionality, proven reliability, as well as clean look and feel, have made Vista a leader in the cinema ticketing and concessions software market.

For more information please visit www.vista.co.nz