



PRESS RELEASE:

Thursday 25 September 2008: **For immediate release**

EVERYMAN CINEMA CLUB: MASS ROLL-OUT OF STATE-OF-THE-ART MOBILE TICKETING SOLUTION

Everyman Cinema Club becomes the first cinema chain in the UK to roll-out mobile ticketing to all of their sites across England.

London, UK. – *Thursday 25 September 2008* – Everyman Cinema Club, London and the South East's premium cinema brand is the first cinema chain in the UK to offer an innovative mobile ticketing service to their customers following a highly successful launch of the service at their Hampstead venue earlier this year.



Mobiqa, the world leaders in mobile ticketing solutions, Vista Entertainment Solutions, leaders in entertainment software solutions and Everyman Cinema Club are offering mobile ticketing as a more convenient and eco-friendly alternative to traditional paper ticketing. This service launched at eight Everyman venues which include: Screen on Baker Street, Screen on The Hill, Screen on The Green, Screen at Oxted, Screen at Reigate, Screen at Walton-on-Thames and Screen at Winchester, giving Everyman patrons the chance to receive their cinema tickets straight to the mobile phone.

mobi-tickets can be bought online at www.everymancinemaclub.com and 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 scanned by staff to allow entry to their film. As well as allowing entry to the film, mobi-tickets are highly versatile and can also double-up as a voucher or a coupon for food and drink for example. mobi-tickets help streamline customers through to their screen as they no longer have to queue up at the box office to collect their tickets.

The large-scale launch of the mobile ticketing service for Everyman Cinema Club's venues is a bold move which will offer their customers the ultimate in convenience as well as adding something unique to their cinema-going experience. Everyman Cinema Club already creates an exceptional experience by offering champagne receptions, Q&A sessions with film directors and writers, and screenings of classic movies as well as showing Metropolitan Opera live via satellite from New York and films for young mothers with babies.

Daniel Broch, Founder and CEO of Everyman Cinema Club comments, "We believe in investing in our technology systems in pursuit of the very best for our customers and Mobiqa have helped us to do this. We are committed to maintaining our efforts to pioneer technological advances that will improve the experience for our customers and continue our pledge to be creators and innovators in our field."

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Note to Editors:

About Everyman Cinema Club

The Everyman Cinema Club is the principal trading and distribution company for the Everyman Media Group. It's also 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. The Everyman Cinema Club goes beyond film through embracing the needs of the communities we nestle in, we reflect their desires and nurture their interests through a programme of stimulating entertainment, we call it Filmertainment. Our customers choose to spend time at our venues whilst also using our online channels to connect with each other. Learn more at www.everymanmediagroup.com.

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 cinema, 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 including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com