

PRESS RELEASE

February 6, 2008

- Cineplex Carrick-on-Shannon and Gaiety Cinemas Arklow reign as top independent cinemas in Ireland
- Cineworld Dublin repeats 2007 honours
- Movies@Swords, Gate Cinema Cork, Storm Cinema Waterford and Reel Picture Blackpool all recognised for excellence
- Ciaran Carty presented with Service to the Irish film industry award

London February 6, 2008..... The 2008 RAAM Award winners were announced in London last night for the UK and Irish Film Distribution and Cinema Exhibition categories. Thirty awards were presented in front of a full house at the 5 star Millennium Hotel, Grosvenor Square, London. The awards dinner was dedicated to raise funds for The Cinema & Television Benevolent Fund.

Tony Meehan, Chairman of RAAM commented:

“The number of entries this year was the highest ever and the level of competition in every category was extremely fierce. The entries were judged by an independent panel of film distributors including Warner Bros, Disney, Fox, Entertainment, Sony and Paramount to be amongst the best in the UK and Ireland and fully deserving of the recognition awarded.”

Ciaran Carty, film critic of the Sunday Tribune was in great company when he received the RAAM Award in recognition for his support of the Irish Film Industry, alongside Lord Attenborough, who received the RAAM Lifetime Achievement Award for his services to the film industry and Peter Bart Editor in Chief of the internationally renowned film industry publication Variety.

The Britvic Independent Cinema in Ireland award was presented to Cineplex Cinema, Carrick-on-Shannon with Awards of Excellence going to Movies@Swords and Reel Picture, Cork

The Coca Cola Bottlers Ireland sponsored award for The Best New Cinema in Ireland was presented to the Gaiety Cinema Group, Arklow. Gate Cinema, Cork and Storm Cinema, Waterford each received Awards of Excellence.

For the second year running Cineworld Dublin received the Cinema of the Year Award in Ireland as the most visited cinema in the country.

Other award presentations on the night included:

Warner Bros Pictures picked up two awards for best movie for Harry Potter and the Order of the Phoenix and for top distributor in the UK and Ireland in 2007.

Disney and Metrodome picked up a joint award for the best film marketing campaign for Ratatouille and Counterfeiters.

Entertainment ruled the independent distributor category with the top box office for three of its films, winning with The Golden Compass. Icon won the best foreign language category with Apocalypto.

In the awards for top performance in exhibition, Vue repeated its success last year winning the award for Best Circuit in UK and Ireland, and Cineworld also repeated last year's winnings for the top box office receipts in the UK and Ireland – Cineworld cinemas in Glasgow and Dublin.

New awards introduced this year included:

The Arts Alliance Media award for innovation was presented to independent distributor Park Circus in recognition of their creation of a new digital library of back catalogue.

Pearl & Dean, cinema advertising agency introduced the award for the best cinema advertisement of the year which was awarded to the Mail on Sunday and their agency Starcom Worldwide.

Lifetime and Industry Achievement Awards were presented to Lord Attenborough, Peter Bart, Barry Jenkins, John Burns and Ciaran Carty.

- The first RAAM Lifetime Achievement Award was presented to Lord Attenborough in recognition of his services to the film industry
- International Award – Peter Bart – Vice President and Editor in Chief of Variety
- Industry Achievement Award – Barry Jenkins – Chairman, Cinema Exhibitors Association
- Industry Achievement Award - John Burns – Sales Director, Entertainment Films
- Support & Service to the Industry – Ciaran Carty Film – Critic, Irish Tribune

Sponsors of the 2008 RAAM Awards are; Arts Alliance Media; Britvic Ireland, Coca Cola Bottlers Ireland, Pearl & Dean, The Walt Disney Company

Note to Editors

A full list of awardees is attached.

The RAAM Awards were established four years ago to recognise film distribution and cinema exhibition. Awards were presented across 19 categories to recognise the achievements of thousands of people who each week makes it possible for the millions of cinema goers to see their favourite movies.

A full list of awards and winners can be found on the RAAM website – www.raammanagement.com go to the awards page.

The awards are decided by Nielsen EDI box office data and an advisory board which represents all parts of the UK and Irish film distribution and exhibition industry.

Members of the RAAM Advisory Board are:

Andrew Cripps - Paramount Pictures International; Robert Mitchell –The Walt Disney Company Ltd; Trevor Green – Entertainment Films; Tim Richards – Vue; Neil Marshall – Warner Bros; Steve Perrin - Rentrak; Trish Long, The Walt Disney Company Ltd Ireland; Clare Binns – City Screen; David Hancock – Screen Digest; Rob Arthur and Tony Meehan - RAAM Management

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LIST OF AWARDEES

- Movie of the Year 2007
 - Harry Potter and the Order of the Phoenix
- Foreign Language Movie of the Year
 - Apocalypto - Icon
- Independently Distributed Movie of the Year
 - The Golden Compass – Entertainment

- Support & Service to the Industry
 - Ciaran Carty - Film Critic, Irish Tribune
- Distributor of the Year
 - Warner Bros Pictures
- Industry Achievement Award
 - John Burns – Sales Director, Entertainment Films
- Cinema Advertisement of the Year – Sponsored by Pearl & Dean
 - Mail on Sunday - Starcom Worldwide
- Film and Cinema Marketing Campaign
 - JOINT WINNERS**
 - The Counterfeiters – Metrodome
 - Ratatouille - Walt Disney Studios UK
- Arts Alliance Media Innovation Award
 - Park Circus
- International Award
 - Peter Bart – Vice President and Editor in Chief of Variety
- Best New Cinema - Ireland - Sponsored by Coca Cola Bottlers Ireland
 - WINNER**
 - Gaiety Cinema Group, Arklow
 - AWARDS OF EXCELLENCE**
 - Gate Cinemas
 - Storm Cinemas, Waterford
- Best New Cinema – UK
 - WINNER**
 - Apollo Cinema, Altrincham
 - AWARDS OF EXCELLENCE**
 - Cineworld, Bury St Edmunds
 - Cineworld, Cheltenham
 - Odeon Cinema, Chatham

- Britvic Ireland Independent Cinema of the Year – Ireland
 - WINNER**
 - Cineplex, Carrick-on-Shannon
 - AWARDS OF EXCELLENCE**
 - Movies@Swords
 - Reel Picture, Blackpool

- Independent Cinema of the Year - UK - Sponsored by Walt Disney Studios UK
 - WINNER**
 - Scott Cinemas, Barnstaple
 - AWARDS OF EXCELLENCE**
 - Everyman Cinema Club, Hamsptead
 - Reel Cinema, Loughborough
 - Savoy Cinema, Boston

- Industry Achievement Award
 - Barry Jenkins – Chairman, Cinema Exhibitors Association

- Cinema of the Year – Ireland
 - Cineworld Dublin

- Cinema of the Year – UK
 - Cineworld Glasgow Renfrew St

- Cinema Circuit of the Year
 - Vue Entertainment

- The RAAM Lifetime Achievement Award presented to Lord Attenborough in recognition of his outstanding contribution to the film industry.