

PRESS RELEASE

April 29, 2008

- **RAAM Conference will address –**
 - **Summer 08 Releases – what will be the number one movie this summer**
 - **Piracy cost the UK box office £88million in 2007 – this represents 21million lost admissions which could fund 40 new multiplexes**
 - **Can the cinema industry build new audiences on mid market movies**
 - **250 new and replacement cinemas are possible over the next five years + how green issues will impact on new sites**
 - **3D and Digital is the way forward – will home entertainment beat exhibition to this milestone**
 - **Concessions need to change – how long will high fat food indulgence remain the staple diet of the cinema experience**
- **Icon, Paramount, Walt Disney and Warner Bros to screen summer pre-releases**

The RAAM Conference is the UK and Ireland's major annual film and cinema gathering which platforms the major issues facing the industry. The agenda includes the number one issue of film piracy which will be chaired by UKFC Chairman, Stewart Till together with Tim Richards, Vue Entertainment, Halli Kristinsson, MPAA and Lavinia Carey of the BVA.

Will summer 08 exceed last year – four major UK and Irish distributors will discuss the forward schedule of films which include, Sex and the City, Indiana Jones 4, The Chronicles of Narnia – Prince Caspian and the Dark Knight. 40% of all UK and Ireland admissions took place during the summer period last year.

Movie Marketing - Life beyond the Blockbuster – Of the 500 movies released each year the top 75 delivered 84% of box office. How can the UK film and cinema industry develop interest and admissions to wider audiences? A panel of leading distributors and exhibitors will look at the role mid-market movies can play in building cinema traffic in the leaner periods to benefit the long term future of the film industry.

The Time is now for the new 3D - The introduction of digital cinema still remains one of the hot topics and major challenge for the UK and Irish film distributors and exhibitors, but for how long? 3D is no longer a shaky memory of

the fifties it is a reality and is ready for an eager audience. Will the audience be sitting at home or in the cinema?

Property Matters - It has been 25 years since the introduction of the first multiplex cinema in the UK. Fifteen years later the second generation including digital sound and stadium seating arrived. Today many of these cinemas are due for retirement. RAAM stats show there is a potential market for 250 new and replacement sites in the UK and Ireland. Where will they be and who will pay for them are just two of the questions to be addressed.

Concession sales of pop-corn, hot dogs and sugar drinks have always been an important part of cinema exhibition revenues. Recognised as part of the long term cinema experience is this about to change to a new diet of healthy food and drink and, if so, what impact will the changes have on cinema revenues?

In addition to the above sessions, the programme includes four screenings by Paramount Pictures, Walt Disney Studios and Warner Bros, plus exhibition industry breakout sessions on Digital Projection and Cinema Information Technology.

The RAAM conference and screenings takes place at BAFTA London over three days - April 29 – May 1 and is supported by the UK Film Council, Cinema Exhibitors' Association, Film Distributors' Association and the Motion Picture Association of America.

Sponsors of the conference and screenings are:

Paramount Pictures International, Walt Disney Studios, Warner Bros Pictures, Entertainment Films.

Members of the RAAM Advisory Board are:

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

Note to Editors

For media accreditation please complete and return the attached form.

RAAM Management is the UK's leading specialist cinema consultancy working in the U.K. and International markets. For further information please visit the RAAM website at: www.raammanagement.com

Further Information

Tony Meehan

+44 (0)141 357 1991 / +44 (0)7768 850 855

Rob Arthur

+44 (0)7881 952 740

Joan Morrison

+ 44 (0)7733 336 875