



## NEWS RELEASE

**April 28, 2010**

### **PATHE THEATRES B.V. TO BE ACCORDED “INTERNATIONAL EXHIBITOR OF THE YEAR” AWARD AT CINEMA EXPO 2010**

NEW YORK-- Cinema Expo International will present its 2010 “International Exhibitor of the Year Award” to Pathe Theatres B.V. and Managing Director, Lauge Nielsen, it was announced by Robert Sunshine, managing director of the annual convention. This honor will be bestowed upon Pathe Theatres B.V. as part of the Cinema Expo Awards Banquet on Wednesday, June 23<sup>rd</sup> at the Amsterdam RAI Exhibition and Congress Centre.

“It is a great pleasure for Cinema Expo to be able to acknowledge and pay tribute to Pathe Theatres B.V. as the leading cinema circuit in the Netherlands,” noted Robert Sunshine. “Pathe has helped set new standards of excellence in exhibition and provides the very best state-of-the-art theatres and multiplexes in which to see today’s films. As well, they are innovators and trendsetters in so many other areas of the industry from enhancing the customer experience, to IMAX, and alternative content, so it goes without saying that an honor such as this is one that is richly deserved.”

Pathe is the largest chain of cinemas in The Netherlands, with twelve locations all over the country. Pathe operates cinemas in Amsterdam, Rotterdam, The Hague, Utrecht, Eindhoven, Helmond and Groningen.

Accepting the 2010 “International Exhibitor of the Year” Award on behalf of Pathe Theatres B.V. will be the company’s Managing Director, Lauge Nielsen. Mr. Nielsen joined Pathe in 1996 and has been instrumental in the theatre chain’s acquisitions of smaller, older theatres and replacing them with modern multiplexes and facilities.

In receiving the 2010 “International Exhibitor of the Year” Award, Pathe Theatres B.V. joins such past honorees as Odeon and UCI , CGR Cinemas, Kitag Cinema Group, Yelmo Cineplex, Vue Entertainment, and Europalaces, among many others.

Now in its 19<sup>th</sup> year, the Cinema Expo International convention and trade show is the bridge to the pan-European cinema exhibition and distribution industry that brings more than 50 countries together to do business. The convention includes screenings of upcoming films not yet released in the region, informative seminars dealing with operating and marketing motion picture theatres, gala sponsored food functions as well as a full-scale trade show for the equipment and concessions side of the business. The Coca-Cola Company is the Official Corporate Sponsor of the convention, which runs from Monday, June 21st to Thursday evening, June 24<sup>th</sup>.

Cinema Expo International is the Official Convention of the International Union of Cinemas (UNIC).

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