

MEDIA RELEASE

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CINEMA EXPERIENCES APLENTY Village Entertainment to Launch First Full Concept Cinema

Village Entertainment has today announced the plan to introduce the new *World of Movie Experiences* within Westfield Plenty Valley's NEW dining and entertainment precinct. The first full concept cinema of its kind will see solely experience-based movie theatres on offer.

Without the presence of traditional theatres, the cinemas that will be introduced will boast a full selection of Village concept cinemas which include; Vjunior, Vpremium, Vmax and Gold Class which will be available to the public in early 2018. The cinema will launch in conjunction with the Westfield Plenty Valley dining and entertainment destination, as part of an \$80 million redevelopment.

Kirk Edwards, CEO Village Entertainment says the decision to develop a high-concept cinema offering is driven by the Village Cinemas purpose of making movies mean more for every guest.

"As a brand, we really cherish the offering we're able to provide to our customers and are continuously looking at ways in which we can expand and develop this offering. We believe in thoughtful experiences to enjoy with family and friends and this new *World of Movie Experiences* at Plenty Valley is a representation of that." Mr. Edwards said.

General Manager of Sales and Marketing, Mohit Bhargava is looking forward to launching the cinema complex to movie goers.

"Guests can enjoy a luxury experience through Gold Class; have fun with the kids at Vjunior; impress a date with Vpremium or watch the latest blockbuster with a big impact at Vmax. There's a cinema experience to suit everyone!" Mr Bhargava

Alongside enriched cinema experiences, guests will also be treated to innovative food and beverage options, not yet seen in the Australian market.



The announcement of the Village Cinemas *World of Movie Experiences* comes weeks after Village Entertainment launched two major entertainment experiences 4DX, Australia's first 4D cinema and The XOVR, a new virtual reality arcade.

For more information visit: villagecinemas.com.au

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