

Press release Kinepolis Group

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6.3 million Kinepolis visitors in the first quarter of 2008

From January to March 2008 inclusive Kinepolis Group welcomed a total of 6.3 million visitors to its various cinema complexes. The increase compared with last year is mainly due to the mediocre first quarter of 2007 against which the comparison is made, the strength of the films on offer and the rainy spring.

The Kinepolis cinema complexes in France and French-speaking Belgium attracted large number of cinema-goers during the past quarter thanks to the French films 'Bienvenue chez les Ch'tis' and 'Astérix aux Jeux Olympiques'. The former really did break all French film records.

Another striking factor in Belgium (and particularly in Ghent) was the success of the Flemish film 'Aanrijding in Moscou', and of the 3D cartoon 'Fly me to the Moon', which won a place in the Belgian top 10. Kinepolis Spain also recorded good results in the three Spanish complexes.

The top international films in the past quarter were respectively 'Bienvenue chez les Ch'tis', 'Astérix aux Jeux Olympiques', 'National Treasure 2', 'Jumper', '10 000 BC' and 'I am Legend'.

Meanwhile the second quarter has got off to a good start with among others the cartoon film 'Horton hears a Who', the French films 'Disco' and 'Les Randonneurs à Saint-Tropez', and the 3D concert film 'U2 3D' (Belgium).

Forthcoming releases (second quarter) include 'Indiana Jones 4', 'Iron Man', 'Speedracer', and 'Sex and the City'.

In the period after this film enthusiasts can look forward to blockbusters such as 'Chronicles of Narnia: Prince Caspian', 'Wall-e', 'The Mummy 3', 'Bond 22', 'Harry Potter and the Half-Blood Prince' and 'Escape from Madagascar'.

2008	Belgium 11 complexes	France 7 complexes	Spain 3 complexes	Switzerland 1 complex	Total*	2008/2007*
First quarter	2 722 878	2 213 150	1 282 491	51 115	6 269 634	11.2%
Second quarter						
Third quarter						
Fourth quarter						
January – March 2008*	2 722 878	2 213 150	1 282 491	51 115	6 269 634	
January - March 2007*	2 589 465	1 805 304	1 200 201	45 310	5 640 280	
2008 / 2007*	5.2%	22.6%	6.9%	12.8%	11.2%	

* after deduction of the visitor figures for the Polish complex, Cinema City Kinepolis (transfer of operation on 19/01/07)