

News Release



National Amusements extends partnership with Movio to Showcase Cinemas UK

Showcase Cinemas becomes the first UK cinema exhibitor to sign up for Movio Cinema, Movio's analytics and targeted marketing Software-as-a-Service solution integrated with NCR's cinema point-of-sale.

London, UK – December 12th, 2014 – Movio, the global leader in marketing data, analysis, insights, and campaign creation and management for theatrical exhibitors and distributors, is proud to announce the signature of Showcase Cinemas UK.

Global exhibitor National Amusements was an early adopter of the Movio Cinema platform in the US, resulting from Movio's agreement with NCR Corporation (NYSE: NCR) earlier this year.

The extension of this partnership, from the United States to the United Kingdom, demonstrates National Amusements' confidence in the Movio Cinema solution, and its abilities to better understand consumer behaviour and deliver personalised offers to moviegoers through their preferred communication channels.

"We are thrilled to be the first exhibitor in the UK to leverage the extensive capabilities of the Movio platform," says Amber Stepper - Global VP, Marketing & Advertising of National Amusements. "We have seen great insights and optimisations from utilising Movio Cinema for our US circuit, and we are very much looking forward to delivering our UK customers the most timely and relevant offers and communications, based on a data and analytics-centred approach."

As a long-standing leader in exhibition, National Amusements understands what it means to build and maintain customer loyalty over time. Long before CRM and loyalty became popular marketing tools, National Amusements made customer service the primary focus, believing that an extraordinary experience in the theatre is fundamental to success. Technology is now a critical piece of their strategic approach to the entire customer journey.

Sarah Lewthwaite, Strategic Partnerships Director, EMEA at Movio, observes: "As moviegoers are faced with a growing number of choices for how, where and when they watch films, the cinema industry's use of consumer data is becoming increasingly more important. National Amusements UK is on the forefront of using such data and we are thrilled to be working with them to help advance their business."

Companies interested in learning more about Movio's Software-as-a-Service solution can visit www.movio.co.

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About National Amusements

Showcase and Showcase Cinema de Lux are owned and operated by National Amusements, Inc., a world leader in the motion picture exhibition industry operating more than 940 screens in the US, UK, Brazil and Argentina. National Amusements delivers a superior entertainment experience under its Showcase, Showcase Cinema de Lux, Multiplex and UCI brands. Based in Massachusetts, National Amusements is a closely held company operating under the third generation of leadership by the Redstone family. National Amusements is also an equal partner in the online ticketing service, MovieTickets.com, and is the parent company of both Viacom and CBS Corporation. Website: www.showcasecinemas.com

About Movio

Movio is the global leader in marketing data analysis and campaign management for cinema exhibitors and distributors. A company of Vista Group International Ltd (NZX:VGL), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Movio maintains real-time, authoritative data on the loyalty activity and transactions of over 26 million customers.

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