

VILLAGE CINEMAS BUILDS ON ITS SUCCESS WITH AN AUSTRALIAN FIRST

MEDIA RELEASE

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Following on from a successful launch of Australia's first cinema for kids designed by kids at Vjunior Southland, Village Cinemas is set to open its doors to another Vjunior cinema in late June. Located at Fountain Gate, Vjunior in partnership with Hot Wheels expands on the entertainment company's ethos of providing customers with a World of Movie Experiences.

Village Cinemas is also pleased to welcome Nine Network's Lauren Phillips as ambassador of Vjunior. Phillips will play host to each Vjunior launch event and continue to enjoy Village Cinemas' unique cinema concepts.

General Manager of Sales and Marketing, Mohit Bhargava said "We have been overwhelmed by the success of Vjunior and are truly looking forward to extending this offering across more locations, and are equally thrilled to have Lauren on board. With her extensive experience in and passion for the children's entertainment space, Lauren is the ideal ambassador for Vjunior".

Located in Melbourne's southeastern suburbs, Village Cinemas Fountain Gate will invite junior guests to experience a new cinema concept, *designed by kids, for kids*.

After last year's Vjunior cinema debut at Village Cinemas Southland, Bhargava stated, "We believe we have successfully filled the gap in the market for kids' cinema experiences."

"The arrival of Vjunior at Village Cinemas Fountain Gate demonstrates the proven strength of our innovative cinema concepts and our continuous ambition to deliver extraordinary movie experiences."

The in-cinema experience includes an iconic indoor slide (a popular attraction at Vjunior Southland), along with a range of seating options available, from custom-fit bean bag seats and lounges for kids, while parents can relax in more traditional cinema seating.

The cinema maintains the child friendly environment, with modified volumes and lighting levels, a shorter pre-show and an intermission, allowing children to socialise, take snack and bathroom breaks. A special kids menu will be on offer, accompanied by a coffee cart for parents to enjoy.

Leading toy brand Mattel, has partnered with Village Cinemas Australia to offer an array of in-cinema activities. Vjunior driven by Hot Wheels includes Hot Wheels play tables to challenge yourself and compete to find the fastest car, a custom built interactive scan and play technology showcased on the big screen, plus a Mega Bloks play wall and a Barbie photo booth. There is something for children of all ages.

Chedney Rodgers, Director of Marketing at Mattel, said, "We are excited to continue developing these cinema sites together with Village Cinemas, and bringing the wonder of childhood to life within the cinema experience."

"The partnership has proven to work extremely well. Combining our power of play together with the cinema experience certainly creates the perfect outing for every child."

Village Cinemas Fountain Gate will now boast four unique cinema concepts, allowing patrons to choose their own experience;

- **Gold Class**, Village Cinemas introduced the first premium cinema offering to the world in 1997. The luxurious movie experience includes recliner seating and full food and beverage service provided by dedicated wait staff.
- **Vmax** launched in 2007, the perfect destination for blockbuster films, with bigger

seats, bigger sound, and a bigger screen.

- **Traditional**, the original, which started Village's journey 62 years ago, for every movie lover to escape the everyday.
- And now, the new addition of **VJunior**, a cinema for kids, designed by kids.

Village Cinemas will continue to expand its footprint with a rollout of other Vjunior locations occurring later this year, including at Village Cinemas Knox before the September school holidays.

Village Cinemas, A World of Movie Experiences.

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