

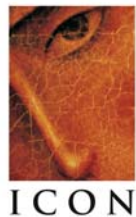


PARK CIRCUS

Nick Varley
Managing Director

COMPANY OVERVIEW

- Established in 2003
- Leading distributor of classic and back catalogue programming
- Represent over 7,500 titles
- Issue over 15,000 screening licenses per year both in the UK and Internationally
- Over £4M of box office grosses in 2008 globally from Park Circus distributed classics
- Encoded 47 films to date for digital cinema distribution





- Released December 2007
- 95 prints
- Mixture of cinemas sites
- Extended run (2 weeks) and one days
- Exhibitor special Christmas promotions
- £170K box office in 10 days
- Re-released December 2008 - 80 prints
- £320K box office up to Christmas 2008

- Released December 2008
- One day Christmas special
- 90 prints
- Cineworld as key exhibition partner
- Promotional tie in with Home Ent.
- £125K box office





Summer of British Film

- Seven genres of British film
- Seven screenings at 80 sites
- Every Tuesday in July/August
- New major BBC TV series
- TV screenings of classic British films
- National media campaign
- Promotion across all BBC platforms



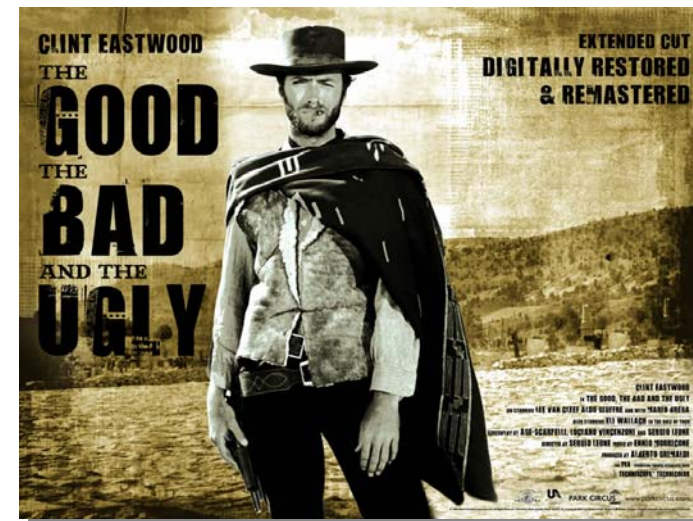


ADVANTAGES

- Wider point of release
- Flexibility of programming
- Assists in audience development
- More PR & Marketing opportunity
- Picture quality is maintained

DISADVANTAGES

- The standard is still an issue
- Willingness of exhibitors to be creative
- Cost of digital delivery





PARK CIRCUS

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