

PRESS RELEASE

Telephonetics wins Odeon-UCI Cinemas multi-year contract

8th March 2010, Hemel Hempstead, UK - [Telephonetics PLC](#), the speech automation and data integration specialist, announces today the signing of an extension to its multi-million pound contract with Odeon-UCI Cinemas for provision of its [MovieLINE[®]](#) automatic speech recognition (ASR) film information and ticket booking service to all of Odeon's 105 UK cinema sites as well as its UCI sites in Eire.

In addition to the contract extension, [Telephonetics](#) will add support for the Admit-1 ticketing system, commonly used in Eire, and this will enable Odeon in association with Entertainment Enterprises to bring all of its managed sites in Eire on to the service. The Admit-1 development has been fully integrated into the [MovieLINE[®]](#) Agent Interface allowing agents at Odeon's international contact centre to seamlessly handle calls from all the UK and Eire cinemas regardless of the different back-end ticketing infrastructures. The advanced "screen-pops" keep agent call durations to a minimum and save callers having to repeat themselves.

Roger Harris, Chief Operating Officer of Odeon-UCI, commented: "The extension and expansion of this important contract will provide a greater number of guests the opportunity to book seats in advance given the strength of the film release schedule and the growing popularity of 3D and IMAX films."

Anthony McKay, CEO of [Telephonetics PLC](#), commented: "We are delighted to continue our long-term relationship with Odeon-UCI Cinemas and this agreement extends our partnership to over twenty years. I believe it is testament both to [MovieLINE's](#) advanced functionality and the high level of customer service we provide. Our continued development of services for cinema operators, including our contact centre services, places us in an excellent position to further develop our market leading position in the UK and abroad."

– ENDS –

Notes to Editors

About [Telephonetics PLC](#)

[Telephonetics PLC](#) (TPH.L) is a UK-based leading provider of speech automation and data integration solutions. The Group was listed on the London Stock Exchange's AIM market in July 2005.

Offering diverse automation solutions and deployed across tens of thousands of telephony channels, [Telephonetics](#) processes millions of minutes of speech recognition per annum, via its carrier-class resilient platform in both hosted and customer premises solutions. Drawing on over 16 years of understanding how people interact over the telephone, [Telephonetics](#) offers a range of customer-focused solutions, covering even the most demanding environments, and delivering real business benefits to all its customers.

The MovieLINE[®] product is a proven market-leading solution that has been developed to meet market requirements, especially customer accessibility. It has powerful administration and operational back-office tools that ensure timely and valuable data is easily presented to cinema management.

With innovative solutions for speech self-service, mobility, outbound messaging, emergency notification and business continuity [Telephonetics](#) has built a large customer base. This includes 83% of the major UK multiplex cinemas, over 60% of the UK's NHS acute health trusts, more than 120 Central Government, Local Authority, Police and Education sites, along with significant financial and legal company representation.

About [Odeon Cinemas](#)

ODEON is the largest cinema chain in the UK, with over one hundred cinemas. ODEON entertain more people in the UK than any other cinema chain accounting for nearly a third of all tickets sold in the UK.

Founded in 1930 by Oscar Deutsch, ODEON was acquired in 1941 by J Arthur Rank who had interests in film production and distribution. ODEON remained a part of The Rank Organisation for a further 58 years. An extensive re-branding campaign in 1998 further re-enforced ODEON's position as market leader in the UK and introduced "Fanatical About Film" to the UK cinema-goer. The re-branding and refurbishment campaign culminated in the £3million upgrade of the flagship cinema, the ODEON Leicester Square.

On the 21st February 2000, ODEON was sold to Cinven, who merged the newly re-branded ODEON chain with their existing ABC cinema chain. The resulting chain of cinemas were all re-branded and ODEON enjoyed over two years of continuing positive growth.

Following this success, Cinven sold ODEON to a consortium of investors early in 2003. The principal partners in the purchase were WestLB, The Entertainment Group and Robert Tchenguiz of Rotch.

More recently, private equity firm Terra Firma acquired ODEON in September 2004, and United Cinemas International in October 2004. Terra Firma, together with its predecessor organisation have invested about £4

billion in a variety of businesses across Europe over recent years. As a result, ODEON is looking forward to an exciting period of development during which it will continue to build on its unique position as the UK's number one cinema chain.

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