

Media Release

For Immediate Release

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**Empire Theatres Expands Mobile Offering
to Include Delivery of Tickets via Text Message**

Halifax, NS – Empire Theatres, a Canada-wide film exhibition company operating 50 theatres including one IMAX, is now providing movie goers with access to movie tickets on their mobile device in the form of a text message. Movie-goers at 22 Empire Theatres' locations can now receive their ticket as a text message that includes a link. Clicking the link opens a barcode which is scanned by the usher who would normally tear a ticket. This allows guests to skip the box office line, saving time and paper.

This new service is available to ticket buyers at www.empiretheatres.com and www.empiretheatres.mobi who have a mobile device capable of receiving text messages and accessing the internet. Guests interested in testing to see if the service will work on their mobile device can text TEST to EMPIRE (367473). They will receive a response text including a link, if they click the link and it works, they will see a confirmation message, letting them know the service is available to them. Mobiqa, world leader in mobile barcode solutions, is providing the mobile ticket and coupon service.

"We see mobile communications as being the most personal and convenient means of providing the information our guests desire in real time," said Dean Leland, Vice President of Media and Studio Relations for Empire Theatres. "Our partners at Vortex Mobile and Mobiqa are helping us build a delivery mechanism and mobile strategy that will ensure the best possible execution and experience for our guests."

Text Messaging Coupons and Contests

The mobile ticketing service is building on the text messaging platform that Empire Theatres rolled out earlier this fall. The platform, powered by Vortex Mobile, has already been used for contests and barcoded-coupon offers and promotions. "The promotions far exceeded our expectations," says Dean Leland. "For our inaugural barcoded mobile coupon, we were looking to meet the industry average redemption rate of between 5-15%. Instead, the promotion yielded 5 times the participation that was forecasted and a redemption rate significantly above industry standards."

Coupons delivered and redeemed via mobile phones are forecast to be used by some 200 million mobile subscribers globally by 2013 (Juniper Research 2008); however, many Canadian retailers have only experimented with mobile coupons through pilot programs. Empire Theatres is positioned to engage their guests on the go, with various offers that can be redeemed directly from the screen of their phone. Guests

interested in joining Empire Theatres' subscription service can text JOIN to EMPIRE (367473).

"We're very excited to be partnering with Empire Theatres, one of Canada's leading cinema chains. Empire's customers can now access real time theatre information anytime, anywhere via their mobile device, including mobile ticketing and mobile coupons." said Natasha Gevikoglu, Account Director with Vortex Mobile. "Vortex's VIP platform will enable Empire Theatres to manage the whole process internally and ultimately leverage this flexibility to develop a mobile CRM base – letting their customers get more on the go."

Mobile Site

The site has been specially designed to provide easy access to showtime and ticket purchase information for people visiting from a mobile device. It requires no installation of an application and is free to use from almost any mobile device that has access to the Internet.

Accessing the site is easy; users simply type www.empiretheatres.mobi into their mobile device's browser address bar. It can also be accessed by texting MOBI to EMPIRE (367473) which results in the user receiving a response text message with a link they can click on.

In addition to providing quick access to showtimes and synopsis (including the ability to search for theatres via city or Postal Code) users can also purchase tickets with Interac, Credit Card or Empire Gift Cards all available as payment options.

Although both the www.empiretheatres.mobi site and text messaging promotions are a free service from Empire, they do require data transmission and text messaging, which some service providers charge for. Users should check with their mobile service provider as data rate and texting messaging charges may apply.

For more information on Empire Theatres' mobile initiatives visit www.empiretheatres.com/mobile.

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For information:

Empire Theatres' Sites that are Active for Delivery of Tickets via Text Message:

ALBERTA

CALGARY - Empire Studio 10 Macleod Trail
CALGARY - Empire Studio 16 Country Hills
EDMONTON - Empire City Centre 9 Cinemas
EDMONTON - Empire Westmount Centre Cinemas
EDMONTON - Empire Clareview 10 Cinemas

NEW BRUNSWICK

DIEPPE - Crystal Palace 8 Cinemas
FREDERICTON - Empire Studio 10 Regent Mall
MONCTON - Empire 8 Trinity Drive
ROTHESAY - Empire 4 Cinemas
SAINT JOHN - Empire Studio 10

NEWFOUNDLAND

MOUNT PEARL - Empire Cinemas Mount Pearl Shopping Centre
ST. JOHN'S - Empire Studio 12

NOVA SCOTIA

DARTMOUTH - Empire Theatres Dartmouth Crossing
HALIFAX - Oxford Theatre
HALIFAX - Empire 8 Park Lane
HALIFAX - Empire 18 Cinemas and IMAX Theatre, Bayers Lake
LOWER SACKVILLE - Empire Studio 7
NEW GLASGOW - Empire Studio 7
SYDNEY - Empire Studio 10

ONTARIO

KITCHENER - Empire Studio 12 Gateway Park
ORLEANS - Empire Theatres Orleans
ST. CATHARINES - Empire Theatres Pen Centre

About Empire Theatres Limited:

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities.

Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates theatres across Canada with 379 screens, including one IMAX theatre in Halifax, NS.

The Empire Theatres Limited' corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

For more information, please contact:

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About Vortex Mobile

A privately held company based in Toronto, Vortex Mobile provides marketing and technology solutions that activate brand communications across the mobile channel. Vortex offers clients a comprehensive new media toolkit for building meaningful consumer relationships including mobile messaging, mobile internet, advertising, mobile and social media application development. For more information on Vortex Mobile, please visit www.vortexmobile.ca.

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About Mobiqua

Mobiqua is world leader in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, SMS WAP Link, Email WAP Link and MMS. The company has created a number of 'world firsts' in the entertainment, transport, and retail sectors and work with some of the world's leading players within these industries. Mobiqua's patented barcode technology is available in over 200 countries and dependencies. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua-cinema.com