



## NEWS RELEASE

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### **THE GREATER UNION ORGANISATION NAMED SHOWEST “INTERNATIONAL EXHIBITOR OF THE YEAR”**

LOS ANGELES – The Greater Union Organisation, Australia’s largest and oldest film exhibitor, has been named ShoWest “International Exhibitor of the Year,” it was announced today by Mitch Neuhauser, co-managing director of the event. "It is a great honor for ShoWest to acknowledge and pay tribute to those unequalled leaders in exhibition such as The Greater Union Organisation," said Neuhauser. "Greater Union continues to raise the bar and set new standards of excellence when it comes to providing its clientele with the very best motion picture theatre experience possible." The prestigious award is given to companies that distinguish themselves as having the most success in the international exhibition arena and make significant strides to further the industry. The International Exhibitor of the Year award was established by ShoWest in 1996.

A longstanding pioneer in the film industry, Greater Union will be honored at the ShoWest 2008 International Day Luncheon, co-sponsored by IMAX Corporation and Nielsen EDI, on Monday, March 10th at Paris Las Vegas. On hand to accept this award will be AHL Entertainment Managing Director, Ross Entwistle.

Founded in 1910 under the name of Spencer’s Pictures Limited, Greater Union Organisation’s core business has always been film exhibition. Today the company operates 464 multiplex screens at 54 cinemas across the Greater Union and Birch Carroll & Coyle bands in Australia. In addition, the company has an interest in a further 134 screens at 11 cinemas through its joint venture with Village Roadshow. The company also operates a further 555 screens internationally with cinemas in the Middle East and Europe trading under the ‘Cinestar’ brand. The Greater Union Organisation is owned by Amalgamated Holdings Limited (AHL) - a publicly listed company which is Australia’s leading name in the entertainment, leisure and hotel industries.

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2008 edition of ShoWest will be held March 10 - 13, 2008 at Bally’s and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group at Nielsen Business Media, the leading trade show producer in the U.S. The Nielsen Business Media Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International, as well as sister publication, The Hollywood Reporter.

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For updates and registration information on ShoWest please visit [www.showest.com](http://www.showest.com)