



## **LIGHTS, CAMERA, ACTION**

### **NECTAR EXTENDS ITS PARTNERSHIP WITH VUE CINEMAS**

**9 June 2010:** Treating yourself to the ultimate cinema experience has just got easier, thanks to Nectar and Vue cinemas. From today, Nectar collectors can simply swipe their Nectar card to pay for refreshments as well as tickets at Vue.

From the popcorn and pick 'n' mix to VIP seats and 3D screenings, Nectar collectors can now spend their points on concessions as well as tickets at any one of Vue's 68 state-of-art cinemas nationwide. Nectar collectors simply hand their card over when buying tickets or refreshments and the points are immediately deducted against the cost – it's as easy as that!\*

James Frost, Nectar's Marketing Director, says; "Vue cinemas have been an important Nectar partner for several years, and we're delighted that our collectors can now spend points on the whole cinema experience. We're committed to making it as easy for cardholders to spend their points as it is to collect them, which is why our partnership with Vue is so exciting."

Mark de Quervain, Vue Sales and Marketing Director, comments; "Our partnership with Nectar has been hugely successful, and we're delighted to add further weight to this by giving our customers more choice on how they can spend their Nectar points at Vue. We strive to provide our customers with as much choice and value as possible and this is what this new offering with Nectar does, so we expect it to be a huge success."

New for 2010, Nectar has revamped its rewards with four new reward categories, featuring big brands including, ASK restaurants, Philips and Amazon.co.uk. Nectar also now offers a standardised points value, where 500 points are worth £2.50. There are also regular double points offers, which are currently running at Merlin Entertainment theme parks and ASK restaurants, where 500 points are worth £5.00.

For more information please visit [www.nectar.com](http://www.nectar.com)

\* (500 points = £2.50)

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### ***About Nectar***

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

More than 50 per cent of UK households collect Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even eating out. Collectors also earn Nectar points every time they shop online via [nectar.com](http://nectar.com) at over 450 leading online retailers.

Since Nectar's launch in 2002, over £1.3 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

For more information about Nectar, please visit: [www.nectar.com](http://www.nectar.com)

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### ***About Vue Entertainment***

Vue Entertainment is one of the UK's leading multiplex developers and operators of state-of-the-art multiplex cinemas. Formed in May 2003 with the acquisition of Warner Village Cinemas, Vue is one of the fastest growing cinema companies in the country. Vue's circuit has 68 cinemas and 657 screens covering the UK and Ireland.

Having acquired the Ster Century cinema chain at the end of April 2005, Vue announced a management buyout in June 2006 in partnership with Bank of Scotland Corporate, through its Integrated Finance Team in a deal valued in the region of £350 million.

Following recent openings in Camberley, Eastleigh, Newbury and Wood Green, Vue opened, in February 2010; Europe's largest purpose built all digital 14 screen cinema at the Westfield Shopping Centre located in West London which has repeatedly been the UK's most popular cinema while also outperforming central London's traditional Leicester Square Premiere cinemas. Other new cinemas announced for 2010 include Vue Bury located at The Rock, a multimillion pound shopping and leisure centre in the heart of Bury.

Vue has won many accolades for its service and innovations over the years, including the prestigious award for International Exhibitor of the Year at Cinema Expo 2005 and for the third consecutive year, the UK Cinema of the Year RAAM award 2006, 2007 and 2008 and RAAM Cinema Retail Team of the year 2009. Latest innovations include Vue's preparatory large screen format 'Vue Extreme'; Vue Scene, comprising superb VIP screens, private bar and concierge service; and 'Teen Screen', special discounted shows for teenagers aged 13-18.

CEO Tim Richards was awarded the title of the Ernst and Young Entrepreneur of the Year in 2006 and he also won the Leisure Report Individual of the Year award.

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