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ODEON – Fanatical About Comfort

ODEON, the leading cinema chain in Europe, has today announced the intention to incorporate award winning ProBax[®] Seating Technology into its current refurbishment programme. Together with NuBax, owners of the ProBax[®] technology, ODEON has agreed an eighteen month exclusivity period for ProBax[®] seating in its main European markets.

ODEON & UCI Cinemas Group is the Number 1 cinema operator in Europe and largest in the world outside of the Americas. With 225 cinemas and 2,119 screens as of June 2011 ODEON operates in four major European markets - UK, Spain, Italy and Germany - together with three smaller markets - Austria, Portugal and Ireland. The Group entertain on average 1.5 million customers each week and is set to break the 80 million annual customers barrier in 2011.



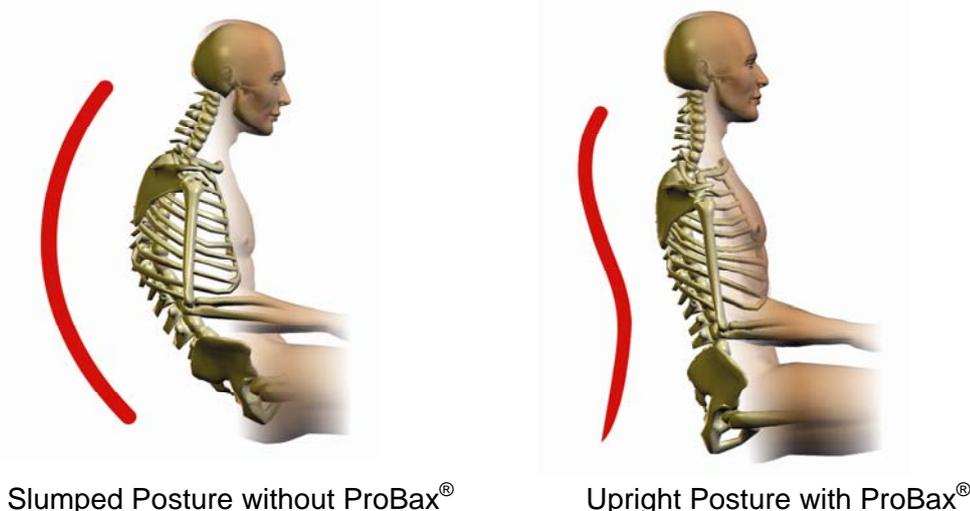
Each new seat Standard Seat in ODEON will carry the distinctive ProBax[®] logo. The emblem is rapidly becoming synonymous with high levels of comfort and genuinely healthier seating.

ProBax[®] technology uses dual density foams to encourage an anatomically correct posture in the seat occupant, removing the slumped posture often seen in conventional foam-based seats. This in turn leads to reduced back ache and lowered muscle fatigue, plus improved blood and oxygen flow as a result of these postural changes helps aid concentration levels. Above all the technology dramatically increases the comfort experience for the seat user.

Martin Ellis, General Manager at ODEON Liverpool Switch Island said: “We’re incredibly excited to be the first ODEON cinema in the world to receive the state of the art ProBax[®] technology and are thrilled to be able to offer our guests the best cinema experience possible with supreme comfort across our standard seats.” Following Liverpool the next cinemas schedule for the ProBax[®] upgrades are Kettering in Northamptonshire and Maidstone in Kent. The European roll-out will start in Q4 2011 with ProBax[®] versions of premium seats to follow in 2012.

The ProBax[®] technology is incorporated by the existing seat suppliers, requires no change to the seat design or structure and only a marginal alteration to the cushion manufacturing process. ProBax[®] is already available in theatres, office, conference and healthcare seating and is currently under development with leading car companies and aircraft manufacturers.

“At ODEON we work consistently hard to provide the best possible customer experience, as shown by our positive customer feedback. During the last year we have invested in a number of new initiatives to further improve the customer experience including additional premium seats, IMAX screens, 3D screens and further retail developments. We see the addition of more comfortable seats via ProBax[®] as another example of our commitment to stay ahead of our competition”, stated Duncan Reynolds, ODEON's Operational and Retail Director.



The improved posture brought about by ProBax[®] has other, less obvious benefits. “There is definitely an increased feeling of depth between the seats as a result of the seat occupant having a more upright stance and the level of fidgeting is also reduced; both helpful additions for the cinema goer. We are delighted to add a group of the size and stature of ODEON to the growing number of venues where ProBax[®] is adding value,” commented Ian Moore, NuBax CEO.

ProBax technology has its origins in the medical field and evolved out of the need for young children with spinal deformities to adopt better posture when sitting. Since then the applications have been expanded to improve seating comfort in a wide range of environments.

For further information please contact:

ODEON Media Centre on 0845 070 2852 or email odeonteam@redconsultancy.com
Ian Moore on behalf of NuBax Limited on +44 7810 757 024 or email ian.moore@nubax.com

**For further information on NuBax Limited or the ProBax[®] technology please visit:
www.nubax.com or email info@nubax.com**

NuBax Limited: Formed in 2004 to develop and commercialise the patented PROBAX technology, NuBax is a privately owned British company owning all rights to patents and trademarks relating to the technology. In 2010 NuBax won an Innovation Award from the UK's Furniture Industry Research Association (FIRA).

ODEON: With over 75 years of cinema experience, ODEON is the largest cinema chain in the UK and Ireland. It operates 894 screens at 113 sites across the UK & Ireland and the Group operates 2120 screens at 225 sites across Europe as a whole, making it the largest cinema Group in Europe.