



Media Release

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Vista completes cinema management systems roll-out for the world's largest cinema chain.

Vista Entertainment Solutions and Regal Entertainment Group have completed the installation of Vista's cinema management software in Regal's 574 theatres across 42 US states. Regal's cinema operations represent 20% of the North American market. Vista is the leading global supplier of cinema management software with 37% world-wide market share of cinemas with more than 20 screens.

Vista was confirmed in February 2012 as Regal's cinema management software supplier following a competitive evaluation process and a successful trial in five US pilot theatre locations. The roll-out proper began in June 2013 with a projected schedule of 24 months but has been completed in just 17 months. At its peak, with intensive collaboration between Vista and Regal project teams, 20 cinema sites were converted to Vista each week.

The logistics of the installation were unprecedented for Vista due to scale but also due to Regal's 'business as usual' obligations to their millions of movie-goer customers. Continuing operation of the cinema industry's largest loyalty program during roll-out was mission critical. During the process, Regal's loyalty-member program, Regal Crown Club, needed to be integrated to system components within Vista, with constant synchronization of customer loyalty points, rewards and other data.

Other highlights of the project from the perspective of both parties, include Vista's advanced *Food and Beverage (F&B)* systems, and internal mobile applications. Vista's integrated cinema *F&B* solution offers significant efficiency advantages, such as ticket and food packages, unified loyalty handling, and order delivery to the customer's reserved seat.

Vista's mobile application *UsherPoint* uses iPod devices that Regal has deployed to all theatre sites. These are used by staff to scan tickets to validate entry and provide information about movie screenings beginning and ending. Vista's ground-breaking *InTouch* mobile application also runs on iOS devices, freeing managers from back offices or traditional work stations.

During the life of the project, Regal expanded several times by purchasing a number of medium-size cinema circuits. This required additional due diligence on Vista's part to ensure that the new sites could also be converted to the new Vista cinema management system. It is a credit to Vista's Los Angeles-based team and to Regal, that these additional obligations were completed within the original conversion timeframe.

David Doyle, Regal CIO and SVP, says, "The successful implementation of Vista involved the hard work of dozens of team members and the collaboration of multiple service providers. Vista is the leading software solutions provider in our industry and we are excited to leverage their platform to further enhance the experience of our customers."

Murray Holdaway, Vista Chief Executive, says, "This project has been a huge effort between the Vista and Regal teams. Now that our core software is established at Regal, we can look forward to assisting Regal with their future business plans through the use and ongoing development of Vista's advanced modules."



As well as the deployment of Vista USA staff to Regal HQ and across the US as needed, the demands of the rapid installation have been met with 24/7 on and off-site support from Vista's Auckland HQ design and development teams.

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About Vista Entertainment Solutions:

Vista is the world leader in cinema management software solutions with installations in 63 countries across all continents and an estimated 37% global market share in the large cinema circuit market. The Vista software product line is both integrated & scalable, suited to cinema exhibitor's operating 20+ screens and up to 100's of cinemas. Vista software comprises multiple software modules required to deliver optimal Box Office returns, total cinema management and both internal and external analysis and reporting.

A company of Vista Group International Ltd (NZX: VGL, ASX: VGI), Vista Entertainment Solutions is headquartered in Auckland, New Zealand and has subsidiaries incorporated in Los Angeles, London and Shanghai.

For further information www.vista.co

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SOURCE: Vista Entertainment Solutions

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About Regal Entertainment Group:

Regal Entertainment Group (NYSE: RGC) operates the largest and most geographically diverse theatre circuit in the United States, consisting of 7,356 screens in 574 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of October 23, 2014. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations.

For further information www.REGmovies.com

SOURCE: Regal Entertainment Group

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