

Maia, Portugal – May 20th 2013

ZON Lusomundo and Sonae Sierra launch the world's finest cinema experience in Portugal

Starting June 20th, Portuguese people will have access to the finest cinema experience in the world. ZON Lusomundo Cinemas, in a partnership with IMAX Corp and Sonae Sierra, is preparing to open the first IMAX[®] DMR - Digital 3D cinema in Portugal. Centro Colombo, for its commercial relevance, location, accessibility and visitors volume, was the chosen venue to host this totally new premium cinema, which is already under construction in the scope of the refurbishment of the Cinema Complex.

In its debut week, the new IMAX[®] cinema will feature a reference blockbuster in the movie industry, exclusively produced for IMAX, "Jurassic Park". "Man of Steel", the much anticipated Zack Snyder film, will premiere the following week.

The IMAX[®] DMR system was developed by Canadian company IMAX Corporation and displays movies in much bigger screens than conventional digital systems, providing a unique immersion experience.

With the "IMAX[®] is believing" positioning, the experience is so real that it puts the spectator in the centre of the action. It's a cinema format that combines technology, architecture and patented systems increasingly used in international blockbusters. More and more directors and cinema studios are using IMAX[®] technology to connect to audiences in a unique way, and therefore the IMAX[®] network has become one of the most successful distribution platforms in the world.

Currently, the IMAX[®] network has about 738 cinemas in 53 countries worldwide (606 commercial multiplexes, 19 shopping destinations and 113 institutional cinemas in museums and theme parks). Most European capitals already have IMAX[®], which now arrives in Lisbon through ZON Lusomundo Cinemas.

According to **Luís Mota, ZON Lusomundo Cinemas' Administrator**, *"the IMAX[®] launch will offer Portuguese people the possibility of experiencing the best of the world's cinema, not only in*

terms of exclusive contents but also of state-of-the-art technology. It's the difference between watching a movie or being a part of it!"

ZON Lusomundo Cinemas, which has always been known for innovation, is once again a pioneer in the technological evolution of cinema in Portugal. The company is already a market leader and is responsible for the management of more than 200 cinemas and was a precursor in the digitalization process of the movie industry and in the introduction of digital platforms for the distribution of digital 3D contents in Portuguese and European cinemas.

*"ZON Lusomundo shares our passion for the delivery of unique and exclusive entertainment experiences and we are very happy to join forces to bring the IMAX® concept to Portugal", states **Andrew Cripps, President of IMAX, EMEA.** "We're confident that the IMAX® experience will begin a new era of cinema display in Portugal that will bring cinema fans to the centre of the action like no other experience has done before", he adds.*

Sonae Sierra, for its part, in the scope of its innovation strategy and permanent introduction of new concepts, became a partner in this deal so as to provide a differentiating and unique entertainment offer in the shopping centre universe in Portugal, which will enable Portuguese audiences to enjoy an internationally successful concept that didn't yet exist in the country.

Regarding the new concept, **Cristina Santos, Sonae Sierra's Managing Director of Property Management in Portugal,** says that *"the arrival of IMAX® in Portugal strengthens the leisure offer in Centro Colombo and will offer its visitors a unique cinema experience"*.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 48 shopping centres and is present in 11 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages more than 70 Shopping Centres with a market value of more than €5.8 billion euros, and a total Gross Lettable Area of about 2.3 million m² with about 8,500 tenants. In 2012, the Company welcomed 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 7 new projects in pipeline.