

Subject: Media Announcement From Stevens Cinemas Ltd
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PRESS RELEASE
CINEMA SHOWMAN BOWS OUT

It was announced today that the company in control of the Central Cinema in Market Place Fakenham, Stevens Cinemas Ltd, has decided to sell the business in order to protect the venues future.

The picture house situated on the North Norfolk coast was taken over twelve months ago by veteran Cinema devotee Gary Stevens who decided to purchase the lease from Hollywood Cinemas. It was to be a dream come true for a showman who had been in the industry for over thirty years; however as a sole business Mr Stevens said the Central Cinema Fakenham could not survive into the future with the weight of the financial demands placed on it. "The backing could not be found to make the necessary changes to drive the business forward and to that end the Cinema needs to be part of a bigger group in order to make safe the future of the staff and the complex".

Ever confident the long summer would turn my fortunes around proved unsuccessful.

When much of Britain faced rained- out soggy days, North Norfolk basked in the sun and audiences deserted us for the lure of the sea and sand. With the prospect of a hard winter and huge energy bills, I had to see what else I could do. It was no good living my dream any more. There is a saying "Better to have run and lost than never to have run at all." I am grateful however for the knowledge and experience gained from that turbulent run. During the past twelve months I have experienced both the loneliness and sometimes the tremendous job satisfaction in owning a small cinema business said Mr Stevens.

The former controlling owner Trevor Wicks of Hollywood Cinemas who operates sites in Norwich, Dereham and Great Yarmouth agreed to take back the full function of the Fakenham site and will integrate the film programming and complex into his group from Friday March 26th 2010

Further Details from Gary Stevens
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