



Save the Date (Night): Amazon Prime Members Can Now Get Two ODEON Cinema Tickets For £10

08/12/2023

From today, Prime members get access to a discounted rate of two tickets for £10 – Monday-Thursday – at standard ODEON cinemas or two tickets for £15 at ODEON Luxe

A trip to the cinema is one of our favourite winter date nights according to recent research, with value and atmosphere listed among the most important elements when planning a date

The offer is just one of the ways Prime provides great value year-round - anyone can join or start a 30-day free trial at amazon.co.uk/prime

LONDON — 08.00am GMT, 8th December 2023 — Amazon and ODEON Cinema Group, the UK's largest cinema chain, have announced the launch of a new, exclusive offer that gives Prime members in the UK and Ireland a discounted rate of two standard cinema tickets for £10/€10 – or two tickets for £15 at ODEON Luxe in the UK. The deal offers a saving of more than 45% on standard price at most ODEON cinemas, putting great value date nights back on the agenda this winter and beyond.

The announcement comes as research shows that dinner out (49%) and a night at the cinema (36%) are the UK and Ireland's favourite winter date nights, along with going to a country pub (36%). Atmosphere (70%), food (51%) and value (43%) were named as the most important factors in planning a good date, with almost half (44%) of respondents claiming they don't go on as many dates as they'd like. Cost (46%) was cited as the top blocker to planning more date nights, followed by lack of time (25%) and finding a babysitter (13%).

"We're always looking for ways to offer even more value to Prime members, giving them the best of shopping and entertainment," said **John Bumphrey, UK Country Manager at Amazon**. "As well as the biggest movies and TV shows on Prime Video, this offers our customers the opportunity to get great value on the big screen at ODEON cinemas across the UK and Ireland."

Suzie Welch, Managing Director UKI at ODEON added, "We're passionate about the big screen experience, so we're extremely excited to offer Amazon Prime members a night out at the cinema at a fantastic price. Our cinemas offer something for everyone – from concert film to Hollywood blockbusters – and are the perfect place for a date night escape away from the winter cold."

Prime members looking to catch new releases from the latest Aquaman instalment, *Aquaman and the Lost Kingdom*, to family fun in Disney's *Wish*, and the magic of Roald Dahl with Timothée Chalamet as *Wonka* can head to www.amazon.co.uk/odeon for more information and to collect their Prime discount code. The offer is available Monday to Thursday and redeemable once per month per Prime member. For full Ts&Cs see www.odeon.co.uk/amazon.

More Opportunities to join Prime

The offer is just one of the ways Prime provides great value year-round, including a range of fast, convenient delivery options, unlimited access to award-winning movies and TV shows with Prime Video, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day and Prime Big Deal Days.

Anyone can join Prime or start a 30-day free trial at amazon.co.uk/prime to take advantage of the deal, as well as all the many other benefits included in the program.

- Amazon Prime membership is just £8.99 per month or £95 per year.
- Prime Student members can also take advantage of the deal as part of their membership, which is only £4.49 per month. Those studying can sign up for a 6-month trial of Prime Student at amazon.co.uk/joinstudent.

ENDS

For further information please contact:

Amazon UK Press Office: pressoffice@amazon.co.uk

For press imagery please visit: amazon.co.uk/pr

Notes to Editors

About Prime

Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials at great prices with two-hour delivery windows from Amazon Fresh and Morrisons, Co-op and Iceland on Amazon (minimum order values

apply). Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at amazon.co.uk/joinstudent in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

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About ODEON

ODEON Cinemas Group is proud to be Europe's largest cinema operator, with brands in the UK, Ireland, Sweden, Finland, Norway, Spain, Italy, Germany and Portugal. We welcome millions of guests each year to enjoy great hospitality while watching the latest films and entertainment in around 280 cinemas and 2,500 screens. We make movies better by developing world-class cinemas that deliver memorable entertainment experiences for our guests, while offering fantastic careers for our people. As an AMC company, ODEON Cinemas Group is part of the largest movie exhibitor in the world with around 910 theatres and 10,100 screens. Together, we make movies better.

www.odeoncinemasgroup.com

The research, conducted by 3Gem in December 2023 includes a sample of 3000 people from across the UK and the Republic of Ireland.