

**From:** Anthony Johnson

**Sent:** 19 June 2013 21:15

**To:** CineworldCityScreen

**Subject:** Response to CC Cineworld/City Screen merger enquiry issues statement

I completed the e-mail survey yesterday. Then I read the CC briefing documents etc. Now I understand the issue I would answer the survey differently - my first response was in the context of believing that Picturehouse will continue to provide it's current high quality all round experience. It seems likely that if the merger is approved the emphasis within the new organisation will favour the Cineworld mass audience and the higher quality experience currently available from Picturehouse will decline and eventually disappear.

My wife and I regularly drive 30 miles (Cambridge) or 60miles (Bury St Edmunds) to visit Picturehouse.

Less frequently we visit Cineworld Bedford (just around the corner from home).

They are as dissimilar as chalk and cheese. Popcorn, hot dogs, soda and razzmatazz vs quality hot and cold food & drinks and sophisticated ambiance. With Picture house I enjoy the overall experience. With Cineworld I can enjoy only the film.

The merger will be the slow death of all Picturehouse stands for.

Sincerely

Dr Anthony Johnson