

From: graham b
Sent: 24 August 2013 10:47
To: CineworldCityScreen;
Subject: Cineworld

Dear Sir/Madam,

Having read the recent report about anti-competitiveness in Cambridge regarding Cineworld and The PictureHouse, I urge you to look again indeed visit the 2 cinemas and look around you. I have lived in Cambridge effectively all my life and have therefore visited cinemas in Cambridge hundreds of times. I assure you that people do not view these 2 very different cinemas as 'direct competition with each other'. I see it no different to 2 different music venues owned by one owner - one playing folk music, one playing rock music - both valid forms of entertainment but the experience is quite different despite the fact that occasionally the same song may be played. Once again, I urge you to attend showings at both cinemas and ensure you enjoy the entire experience at both cinemas - get a drink first at the PictureHouse, go bowling before Cineworld, and then compare the two evenings, and think if you would suggest the Picture House cinema experience to a friend who said they enjoyed the Cineworld experience, or vice versa. I have friends in both camps and could never recommend the other cinema to them as in 'direct competition'.

I would really appreciate a personalised reply to this as I have taken the time to not just copy and paste my email to you, and remember for every letter you get there are a lot of other people out there who will be affected by this issue,

Kind Regards,

Graham Bates