



Cleveland Cinemas selects Omniterm as their Point of Sale Provider as they add two more locations to their theatre family.

Toronto, Ontario(August 24, 2009) – Omniterm Data Technology Ltd, an industry leading Point-of-Sale solutions company dedicated to the cinema industry for the past 30 years, was selected by Cleveland Cinemas as the Theatre Management Software (TMS) provider for their latest theatre additions.

The Apollo Theatre located in the heart of Oberlin is a historic cinema showing an eclectic mix of films. Owned and operated by the Steel family since 1928, the Apollo Theatre was recently purchased by Oberlin College's wholly owned subsidiary College Properties of Oberlin which has hired Cleveland Cinemas to manage and program the landmark community institution.

"Residents of Oberlin and the surrounding areas have grown to value this theatre as a true treasure of the community, says Ken Young, Cleveland Cinemas Director of Operations. "People recognize the importance of this historic venue and we're thrilled to add it to our family of theatres."

The Capitol Theatre, located in the heart of the Gordon Square Arts District in the Detroit Shoreway neighbourhood opens on October 2nd. This newly renovated historic movie theatre will feature the best Hollywood and independent films in its state-of-the-art all-digital auditoriums.

The Omniterm Integra TMS solution will provide the features, reliability and functionality that are needed to help improve the efficiencies at the theatre and head office levels. Omniterm has a reputation for building a comprehensive suite of theatre specific applications that are heralded for their stability and ease of use. "We asked Omniterm to help us deliver the level of service that our customers come to expect from us. This not only relates to our facility but also to our level of service we provide to our customers at the concession stands and ticketing booths." said Jonathan Forman, President of Cleveland Cinemas.

Cleveland Cinemas is excited to partner with Omniterm again. Omniterm's TMS solution is currently deployed in 7 other locations. At the same time, Cleveland will upgrade these existing theatres to Omniterm new Integra software platform. According to Jackie Koral, VP of Finance and Administration, "Cleveland Cinemas is looking forward to integrating many new features of the Omniterm TMS solution, especially their digital signage software".

About Cleveland Cinemas

Cleveland Cinemas was created in 1977 when founder and current president Jonathan Forman purchased the Cedar Lee Theatre. Cleveland Cinemas currently operates 75 screens at 9 locations in Ohio and Pennsylvania. With first class projection and presentation the theatre operated by Cleveland Cinemas, Tower City Cinemas is the current site of the Cleveland International Film Festival. The Cleveland family of theatres shows a mixture of mainstream Hollywood, independent and foreign films.

About Omniterm Data Technology Ltd

Omniterm is a provider of automated ticketing and concession POS software and hardware solutions. They have been in the business dedicated to the cinema market since 1978. Their software suite includes box office ticketing, concessions, kiosks, enterprise management, loyalty, internet ticketing, gift cards and digital signage. They offer a turn-key solution that incorporates consultation, software development, hardware integration, project management, installation, training and support.