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NEWS RELEASE

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THE BRIDGE CINEMA DE LUX FEATURES NEW AMENITIES AND JBL CINEMA SPEAKERS

LOS ANGELES, CA - NOVEMBER 1, 2001 In the middle of the Howard Hughes Center in the Westchester area of Los Angeles, the new Promenade complex features boutique shops, eclectic restaurants and a new premier seventeen-screen theater known as The Bridge. Opened in July, The Bridge features such amenities as valet parking, stadium seating that can be assigned, up-scale food and even its own cocktail lounge. The first California theater opened by Massachusetts-based National Amusements, the Bridge is exclusively outfitted with JBL Professional Cinema speaker systems supplied by Hadden Theatre Supply of Louisville, Kentucky.



The 4200-seat complex includes two deluxe “Directors’ Halls” with extra-plush seats and ushers to escort viewers to their assigned seats. To further enhance the experience, live entertainment by a comedian is scheduled prior to the movie in the Center Stage Theater



on Friday, Saturday and Sunday nights. Other Promenade tenants include Borders Books, Starbucks, Johnny Rockets, Prego and Nordstrom Rack.

The Bridge is the creation of Shari E. Redstone, president of National Amusements and CEO of CineBridge Ventures and Paul Heth, President of CineBridge Ventures. Prior to its opening, The Bridge was featured in the business pages of the Los Angeles Times. The Times quoted Larry Kosmont, a real estate consultant, who predicts success for The Bridge, “I think this center will do very well because the area that it serves hasn’t had new movie screens in years and in general the market is underserved by quality theaters.”

“Since our opening in July, our customers have been very complimentary about the theater and its amenities,” stated John King, Managing Director of The Bridge. “And the sound system is definitely first class.”

The Bridge presents a quality, upscale cinema experience and the sound system is a crucial part of it. The audio is processed using Dolby Digital Surround EX equipment and National Amusements’ unique combination of quality JBL Cinema speaker components. The front of each theater has JBL 4645C single 18” VGC™ Vented Gap Cooled subwoofers and 4648A-8 dual 15” VGC low frequency cabinets combined with 2352 Optimized Aperture™ horns outfitted with the powerful 2447H titanium diaphragm compression driver. 8330A Surround speakers are used on the back and side walls to take full advantage of the Dolby processor.

“JBL Cinema Systems have been the choice of National Amusements for their theatre complexes for many years,” according to Chuck Goodsell, Director, Cinema Products for JBL Professional. “JBL is proud of our long values relationship with National Amusements and their dealer Hadden Theatre Supply.”.

Headquartered in Northridge, California, JBL Professional is the world’s leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Pro website at www.jblpro.com.

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