



REDSTONE TELECOM VOICE SOLUTION TAKES CENTRE STAGE AT VUE ENTERTAINMENT

16 February 2006, London, UK: Vue Entertainment, the UK's largest operator of multiplex cinemas, has taken delivery of a high quality voice solution from Redstone Telecom and is already reaping the reward in monthly savings. In a six figure contract, Redstone Telecom has provided a premier outbound call traffic and line rental solution that has both reduced costs and simplified the voice management process across Vue's 50+ multiplex sites in UK and Ireland.

Before casting a communications partner, Vue Entertainment employed independent consultants Informed Business to research the voice market and identify the best supplier to fulfil its requirements. Informed Business recommended Redstone Telecom as the most reliable provider to offer both carrier pre-selection and wholesale line rental in one seamless solution. The deal also includes ISDN and analogue functionality alongside full billing capabilities, backed up by round-the-clock customer service support.

Redstone Telecom's outstanding service combines competitive prices and top class customer service with guaranteed quality and reliability. The full service offering includes tariffs, billing, provisioning and project management.

Roland Jones, IT director at Vue Entertainment said, "Vue employs the most advanced cinema technologies for its customers and works equally hard to ensure operating systems behind the big screen are of the highest calibre. The switch to Redstone Telecom has enabled us to achieve significant month-on-month cost savings. The team came up with a simple yet effective solution for integrating and managing all our voice requirements and provides us with full access to all call records. Redstone Telecom acted quickly on our brief and its overall approach has been outstanding".

Mike Coppack, sales and marketing director at Redstone Telecom, said, "Effective voice communications lie at the heart of every business. Through relationships with partners such as BT Wholesale, Redstone Telecom can offer tailor-made packages, whatever the customer requirements or market sector. We provide a reliable, high quality service that can offer

substantial cost savings on line rental and call costs and are pleased to have helped Vue enjoy these benefits.”

Vue Entertainment is the market leader in the critical London market and has the third largest market share in terms of UK box office sales. With 51 multiplex sites across the UK, Vue attracts more than 25 million cinema viewers each year.

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Notes to editors: Redstone Telecom Communications

Redstone Telecom provides a complete range of telecoms solutions to businesses in the UK. It employs dedicated telecoms specialists to develop tailor made solutions, covering inbound and outbound telephony, line rental, non-geographic services, SMS and premium rate services. The Redstone Telecom network is managed through a partnership with British Telecom Wholesale (BTW), supplying a highly reliable and available service to customers. Building long term, strategic relationships with its customers, Redstone offers a bespoke service, with a dedicated account manager and 24x7 customer service.

Redstone Telecom is a division of Redstone Communications Limited, one of the principal trading subsidiaries of Redstone plc. With 370 employees and turnover in excess of £70 million, Redstone plc is committed to becoming the UK's leading provider of innovative telecoms and IT solutions for businesses and public sector organisations. Redstone Communications has a strong partner network with several leading vendors including Avaya, BT, Cisco, Hewlett Packard, Microsoft and Mitel. **For more information see: www.redstone.co.uk**

Notes to editors: VUE Entertainment

Vue Entertainment is one of the UK's leading multiplex developers and operators of state of the art multiplex cinemas. Formed in May 2003, Vue is one of the fastest growing cinema companies in the country. Having acquired the Ster Century cinema chain at the end of April 2005, Vue now owns over 50 multiplexes across the UK and Ireland.

The company has the most modern cinemas in the UK, with over 90% stadium seating and it recently won the award for International Exhibitor of the Year at Cinema Expo 2005.

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