



Food Intolerance Network

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26 September 2005

Mr. D.C. Seargeant,
Managing Director,
Amalgamated Holdings Limited,
GPO Box 1609,
Sydney NSW 2001

Dear Mr Seargeant

I am writing on behalf of an organisation with more than 3,000 members in Australia, with an active website that has had over 500,000 hits (about 500 per day), and with an intense interest in what is in our food.

We have had many requests from members to write urging you to reconsider the ban which your company has recently imposed on patrons bringing their own food and drink to your cinemas.

People with food intolerance avoid the range of food additives that are ubiquitous in the food and drink that you offer for sale – colours, preservatives, synthetic antioxidants, flavour enhancers and flavours.

Therefore they are not going to buy food at your cinemas in any case, and to deprive them of the ability to feed themselves or their children means that they will often choose not to go to the cinema at all. It is not in your interest or the interests of your shareholders to tell people to wait for the DVD!

I urge you to immediately reverse the ban which you have imposed and would be pleased to inform my members of your action.

Yours truly,

Dr Howard Dengate FAICD



4 October 2005

Dr Howard Dengate
Food Intolerance Network
PO Box 718
WOOLGOOLGA NSW 2456

Dear Dr Dengate

Thank you for letter of 26 September 2005 addressed to Mr David Seargeant regarding the consumption of externally purchased food and beverages in Greater Union cinema auditoriums.

The policy mentioned in your letter was in place for a short period of time earlier this year, however we have since ceased implementation of this policy.

We have returned to the pre-existing policy that externally purchased food and beverages can be consumed within the auditoriums, other than items excluded for health and safety reasons or for the comfort of other patrons such as bottles, cans and hot food.

Thank you for your feedback, we are constantly reviewing our policies in line with customer feedback and we trust that this satisfies your concerns.

Kind regards

Jim Collier
Managing Director, Entertainment