

DRAFT

Address by
Niall Dorian, CEO
Digicel (Trinidad and Tobago) Limited
At the Launch of the Digicel IMAX Theatre
Levels, Ariapita Avenue, Woodbrook
Thursday April 7 2011
6:00 p.m.

IMAX executives [insert names and titles here], members of the business community [insert names here], members of the media ...

Good evening and welcome.

We are here this evening to announce the launch of the Digicel IMAX Theatre, the first IMAX theatre in the region. With a mammoth 70-foot screen and high-quality digital surround sound, this theatre will offer an exceptional viewing experience that will fully transform the cinematic experience in Trinidad and Tobago. [Insert more information about the theatre itself here] Digicel is truly thrilled to be a part of this revolutionary event and we have invested significantly in making this a reality.

Digicel has a long history of sponsorship in Trinidad and Tobago and the region at large, particularly in the areas of sport and education. The Digicel Kickstart Clinics, La Foucade Coaching Clinics, and Preysal and Harvard Cricket Coaching Clinics are only some of the programmes that comprise

our efforts in sport development from the youth perspective. Then there are annual events such as the Digicel Lyric and Song School Tour, which gives students the chance to see their favorite artistes up close while learning worthwhile lessons from the artistes themselves. Digicel also contributes directly to the schools themselves, with Pointe-A-Pierre Government Special School and Lady Hochoy Home being two of our latest beneficiaries. Our aim with all of these endeavours is to uplift and advance the nation – and in particular, the youth – and we are always on the lookout for more innovative ways to do so.

In fact, innovation is one of our key pursuits and Digicel has always sought to be the first to engage in unique ventures. It is for this reason that we were especially excited to partner with IMAX, a company known worldwide for its pioneering spirit.

One of the world's foremost entertainment technology companies, IMAX is widely considered to be on the cutting edge of its field. With a record of producing high-quality deeply immersive cinematic experiences, it is a reputation that is well-earned.

Over the last 41 years, the company has expanded to approximately 45 countries, with 470 IMAX theatres in operation at last count. They have

given more than one billion people the opportunity to engage in the IMAX experience worldwide.

Now it is Trinidad and Tobago's turn.

Digicel wants to bring the unparalleled IMAX viewing experience to Trinidad and Tobago. We intend for everyone to be able to have the IMAX experience and we are happy to help make this a reality.

Digicel has big plans for IMAX in T&T. Aside from the general movie-going experience – which will, of course, be mind-blowing – we aim to embark on programmes with schools which afford groups the opportunity to acquire information on their topics of interest, we will use it as a platform to engage the corporate sector, and, of course, we fully intend to make IMAX available to individuals who might otherwise be unable to enjoy the IMAX experience.

This is no small undertaking. Groundbreaking advancements never are. However, Digicel is, and always has been, committed to the advancement of Trinidad and Tobago from all angles. We want to thank IMAX for partnering with us on this initiative to develop and enhance T&T. As we

look towards the future, we envision great things for the Digicel IMAX Theatre, and we thank you all for being here to witness the beginning.