

## Cinemark flights new look



Following the joint occupation of the Primovie Park in Sandton, Johannesburg in 2010 by Ster-Kinekor and Cinemark, Cinemark has modified its newly designed logo to incorporate the Ster-Kinekor logo. The move means they now enjoy a larger pool of resources, allowing them to offer their clients increased innovation at more cost effective rates. Jenni Critchfield, executive: head of sales at Cinemark, said; "The change is understated but says a lot in terms of our relationship with Ster-Kinekor and the united dedication we offer our clients."

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