

Ster-Kinekor branches out into Lesotho

Ster-Kinekor Theatres is opening its first cinema multiplex in the mountain kingdom of Lesotho, as part of the company's strategy to expand into Africa.



The new six-cinema complex in the Lesotho capital of Maseru houses almost 1000 seats and Ster-Kinekor Theatres CEO Fiaz Mahomed is upbeat about the new venture:

"We believe the time is right to extend our brand into more African countries, and given Lesotho's proximity to us, it made perfect sense to do so there," said Mahomed.

"With the number of high-tech and visually-driven action and sci-fi blockbusters coming out of Hollywood, cinema is experiencing a renaissance; with consumers hungry for the big screen experience where everything is larger than life. But they want comfort, quality and convenience thrown into the equation as well - which Ster-Kinekor Theatres has built its reputation on."

Mahomed added that by keeping ticket prices low - M15 (or R15) for all shows at the Maseru multiplex - the cinema experience would be accessible to all. VIP seats will also be available at M40/R40 apiece.

The Ster-Kinekor complex, located in Pioneer Mall, will be formally launched on 10 March with a premiere of the sports drama *The Blind Side*, for which Sandra Bullock picked up the Best Actress Oscar earlier this week. On the following day - Thursday, 11 March - Lesotho film fans will be able to see movies at an opening special of M10 (R10) before reverting to the normal prices.

Among the films launching the complex is the Oscar-winning epic *Avatar*, as well as the celebrated children's movie *The Princess and the Frog*. Bookings may be made through the cinema box-office.

Ster-Kinekor currently operates cinemas in South Africa, Namibia, Zimbabwe and Zambia.