NEWS RELEASE

Movie Park Germany Optimises Communications With Real-Time Hybrid Solution From Mitel

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- New hybrid communications solution improves service for over a million annual customers
- Outsourced contact center integrated into the company
- Solution enables Movie Park Germany to save €15,000 per year

Movie Park Germany, one of the most popular theme parks in Europe, has chosen Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, to install a state-of-the-art communications solution. Upgrades to the Park's contact center services aim to enhance customer service, while allowing system maintenance to be simplified and costs reduced. The Mitel solution will allow Movie Park Europe to make estimated annual savings of 15,000 euros.

Movie Park Germany has always relied on efficient communications technology to sustain its park operations and provide high levels of customer service ever since its opening in 1996. The park operator, Parques Reunidos, based the decision to upgrade their solution on the desire that having a future-proofed one that could scale as required.

With the installation of the new Mitel platform, employees in the administration department can now handle calls via a CTI system through Microsoft Outlook, improving collaboration. A single-number service and other

management functions will enable employees to provide information to customers and travel companies faster than ever before.

Movie Park Germany will also be integrating a previously outsourced contact center into the company. The positive results from this technology upgrade mean that Movie Park Germany will look to further use Mitel technology and services in future projects with SEC-COM, the local partner which handled the installation.

Michael Jägers, Manager IT at Movie Park Germany said, "Our employees are better equipped to handle customer requests through the introduction of Mitel's technology, and analysis has shown that we are able to handle 12 percent more calls per year."

"We chose Mitel as we wanted a communications solution that would use innovative, manageable and scalable technology and which would adapt to the needs of Movie Park Germany," says Guido Otterbein, CEO of SEC-COM.

Related Materials

- Mitel is globally recognized as a Leader in **Gartner's Magic Quadrant for Unified Communications**
- Watch the '**Movie Park**' video