



AMC ENTERTAINMENT® TO LAUNCH ENHANCED ENTERTAINMENT AND DINING EXPERIENCE AT AMC STUDIO 30

Bringing Movies. Menus. More.™ to One of Kansas City Metro's Most Popular Theatres

Kansas City, Mo. (July 14, 2008) - AMC Entertainment Inc. (AMC), a worldwide leader in theatrical exhibition and out-of-home entertainment, today announces it will launch the test of a new entertainment and dining concept at AMC Studio 30 in Olathe, Kan. One entire wing of the theatre will be transformed into **Fork & Screen™**, a casual, in-theatre dining and entertainment experience; **Cinema Suites™**, a premium, upscale in-theatre dining and entertainment option; and **MacGuffins™**, a bar and lounge area.

"We are excited to be bringing a new entertainment experience to one of our most popular Kansas City area theatres," said Peter C. Brown, chairman and chief executive officer, AMC. "Our concept builds off many of the differentiated food and beverage offerings that we have provided at several of our theatres over the years, and takes it to the next level."

Guests of **Fork & Screen** and **Cinema Suites** will be able to enjoy in-theatre dining combined with the most current movies and other types of entertainment, presented in the immersive, big-screen viewing environment of an AMC theatre. Eight auditoriums will feature **Fork & Screen**, where moviegoers will have the opportunity to order from a diverse menu of appetizers, sandwiches, entrees, desserts, beer, wine and cocktails, as well as traditional theatre concessions.

For the ultimate in luxury moviegoing at an affordable price, AMC guests can upgrade to one of three **Cinema Suites** auditoriums featuring reserved seating, an expanded distinctive menu and plush reclining seats. Both **Fork & Screen** and **Cinema Suites** will feature in-theatre Seat-Side Service™ and are reserved for guests 18-years-old and over, and minors accompanied by a parent or guardian.

Adult guests will also be able to order beer, wine, cocktails and food at **MacGuffins**. Named after a term coined by famed filmmaker Alfred Hitchcock, **MacGuffins** is a warm, relaxing and inviting bar with a spacious lounge where guests can relax before or after their entertainment at tables and soft-seating areas. **MacGuffins** will be conveniently located adjacent to the **Fork & Screen** and **Cinema Suites** auditoriums. Guests 18-years-old and over, and minors accompanied by a parent or guardian, are welcome to enjoy **MacGuffins** with or without a ticket to **Fork & Screen** or **Cinema Suites**.

Fork & Screen, **Cinema Suites** and **MacGuffins** will feature fresh, quality ingredients that are locally grown or produced in addition to some seasonal items. Guests can look forward to classic favorites like fire-grilled gourmet burgers, hand-pulled flatbread pizzettas, wood-roasted chicken quesadillas, wedge salad wraps, and a wide variety of desserts. All menu items have been specifically prepared with the unique and exciting in-theatre dining experience in mind.

Construction begins Monday, July 14, with the theatre's left wing officially closing to the public the following Monday, July 21. AMC Studio 30 will remain open throughout the construction phase. The enhanced entertainment and dining experience is anticipated to debut in October 2008.

About AMC Entertainment Inc.

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is one of the world's leading theatrical exhibition and out-of-home entertainment companies. With a history of industry leadership and innovation dating back to 1920, the company today serves more than 235 million guests annually through interests in 353 theatres with 5,094 screens in six countries.

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