



## **AMC BAY STREET 16 IN EMERYVILLE SCHEDULED TO OPEN WEDNESDAY, DECEMBER 18**

### **Newest AMC Theatre brings industry-leading amenities to the East Bay**

EMERYVILLE, California (December 11, 2002)-- Moviegoing in the East Bay will soon be better and more fun than ever when the AMC Bay Street 16 Theatres in Emeryville opens to the public on Wednesday, December 18, 2002.

Located in Bay Street, Emeryville's new retail, entertainment and residential center, the AMC Bay Street 16 will offer the inviting atmosphere, industry-leading amenities and high quality film presentation that has made AMC the preeminent brand in moviegoing. The new state-of-the-art theatre complex will feature:

- 16 theatres with stadium seating (with 18-inch risers for unobstructed viewing).
- AMC's exclusive LoveSeat-style seating featuring an extra six inches of leg room and armrests that lift up so you can 'cozy up.'
- Large, efficient concession stand featuring "Combo" offerings that provide top-quality brand selections at a value price.
- Digital surround sound in all auditoriums.
- Advance credit card ticket sales by phone or at MovieWatcher.com.
- Automated Box Office (ABO) for easy purchasing and advance ticket order pick up.
- AMC's signature "fast and friendly" service throughout the theatre.

"Moviegoers at AMC Bay Street 16 will experience the AMC difference in comfort, quality, service and convenience," said Phil Singleton, president and chief operating officer of American Multi-Cinema, Inc. "The AMC moviegoing experience features a state-of-the-art facility with industry-leading picture and sound quality, a great selection of the most enjoyable food and beverage products at the concession stand, and service that is fast and friendly."

AMC is celebrating the Grand Opening of Bay Street 16 with a 24-hour movie marathon of the eagerly anticipated film *The Lord of the Rings: The Two Towers*. Screenings will begin at 12:01a.m. on Wednesday, December 18 and will continue around the clock for the entire opening day. For added enjoyment, moviegoers attending the Grand Opening can purchase AMC's fresh-popped popcorn for only 25 cents through Sunday, December 22.

The AMC Bay Street will be part of Bay Street, Emeryville's vibrant new urban village that combines entertainment, shopping and dining into one diverse community. AMC will join retailers such as Williams Sonoma, Pottery Barn, Barnes & Noble and Banana Republic, and restaurants such as Pasta Pomodoro and California Pizza Kitchen. Bay Street is located off I-80 Ashby Exit to Shellmound, at the foot of the Bay Bridge.

AMC Entertainment Inc. is a worldwide leader in the theatrical exhibition industry. Through its circuit, the company has interests in approximately 382 theatres with 5,340 screens in the United States, Canada, Mexico, Argentina, Brazil, Chile, Uruguay, Hong Kong, France, and the United Kingdom.

Bay Street 16 will also offer the new AMC Entertainment Card, a stored-value gift card that works like a debit card. The perfect gift for the holidays or any time, the AMC Entertainment Card is available in any amount between \$10 and \$100, and can be used to obtain tickets or concessions at any AMC Theatre.

Since 1920, AMC's focus on the moviegoer has led to many innovations in the theatre business, including the multiplex, the megaplex, automated ticketing and the cupholder armrest. AMC has built more than 2,000 megaplex screens since pioneering the concept in 1995 with the opening of The Grand 24 in Dallas, TX.

AMC Entertainment Inc. is a leader in the theatrical exhibition industry. Through its circuit of AMC Theatres, the company operates 244 theatres with 3,548 screens in the United States, Canada, France, Hong Kong, Japan, Portugal, Spain and Sweden. Its common stock trades on the American Stock Exchange under the symbol AEN. The company, headquartered in Kansas City, Mo., has a Web site at [www.amctheatres.com](http://www.amctheatres.com)