



## **AMC Theatres To Join Merchants In The Plaza At The Mall In Columbia**

Columbia, MD - January 8, 2003 - The Mall in Columbia, an affiliate of The Rouse Company, and AMC Entertainment Inc., one of the world's leading theatrical exhibition companies, are pleased to announce the addition of a 14-screen AMC Theatre complex to The Plaza at The Mall in Columbia. The state-of-the-art theatre, slated to open later this year, is a complementary addition to The Plaza which includes three full service restaurants - P.F. Chang's, Z'Tejas and Champps, as well as a Starbucks Coffee, Maggie Moo's Ice Cream and the area's exclusive L.L. Bean.

"The opening of the AMC Theatre offers another entertainment venue at this community town center. Through the creation of The Plaza at The Mall in Columbia, we have been able to satisfy the requests of customers and attract national retailers and restaurants. When AMC opens, The Mall in Columbia adds an additional piece to the high-quality retailing, dining, and entertainment focus not only for Columbia and Howard County, but for the larger region as well," explains The Rouse Company's Executive Vice President, Asset Management Duke S. Kassolis.

The AMC megaplex will feature all the state-of-the-art amenities already well known to AMC moviegoers, including:

- 14 theatres with stadium seating (with 18-inch risers for unobstructed viewing).
- AMC's exclusive LoveSeat-style seating featuring an extra six inches of legroom and armrests that lift up so viewers can 'cozy up.'
- Large, efficient concession stands featuring "Combo" offerings that provide top-quality brand selections at a value price.
- Digital sound in all auditoriums.
- Automated Box Office (ABO) for easy purchasing and advance ticket pick-up.
- AMC's signature "fast and friendly" service throughout the theatre.

"Moviegoers at the AMC Mall in Columbia 14 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 brand means an inviting atmosphere, industry-leading amenities, and the highest quality film presentation, and it's a great fit with the exciting leisure environment in The Plaza at The Mall in Columbia."

Originally constructed in 1971, The Mall in Columbia, owned and managed by an affiliate of The Rouse Company, totals 1,265,000 square feet of retail space after the successful completion of the 2001 renovation and remerchandising phase. As the largest retail center in the region, The Mall in Columbia continues to be distinguished as the central hub of Columbia with more than 200 specialty stores and five major department stores: Nordstrom, Lord & Taylor, Hecht's, JCPenney and Sears.

Headquartered in Columbia, Md., The Rouse Company was founded in 1939 and became a public company in 1956 (NYSE:RSE). A premier real estate development and management company, The Rouse Company, through its numerous affiliates, operates more than 250 properties encompassing office, retail, research and development and industrial space in 21 states. The Company is also the developer of the planned communities of Columbia, Maryland, and Summerlin, Nevada.

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 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.