



AMC Theatres® Conjuring Up Record Advance Ticket Sales for HARRY POTTER AND THE DEATHLY HALLOWS - PART 2

HARRY POTTER AND THE DEATHLY HALLOWS – Part 2 midnight showings, Harry Potter marathon, and DEATHLY HALLOWS – Parts 1 and 2 event selling out in record numbers

Kansas City, MO (July 14, 2011) - The final showdown between Harry Potter and Lord Voldemort, combined with some magic from social media and the new AMC Stubs™ rewards program, is leading to record advance ticket numbers for AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company. Led by record-smashing midnight-opening sales, as well as a HARRY POTTER AND THE DEATHLY HALLOWS - Parts 1 and 2 event, and an eight-movie Harry Potter marathon, AMC has broken company records in advance ticket sales with more than \$10 million sold.

With nearly 1.4 million Facebook fans, AMC has engaged directly with guests about the movie and ensured tickets are always just a click away. AMC's [Facebook](#) posts leading up to the film's release have garnered thousands of "likes" and comments, nearly all of which express excitement for the movie and the midnight opener. AMC has also been active on [Twitter](#) where fans are retweeting AMC posts about Harry Potter to share with their friends and followers.

"Social media channels like Twitter, Facebook and YouTube are allowing us to share breaking news about events like the Harry Potter marathon and the DEATHLY HALLOWS event, as well as information about other benefits like our AMC Stubs rewards program," said Stephen Colanero, executive vice president and chief marketing officer at AMC Theatres. "Conversations about AMC Theatres and about the movies in general are happening all the time within social media channels and we are there, actively participating in the discussion."

The company's 1 million-plus AMC Stubs members also have reason to celebrate the Harry Potter opening. In addition to enjoying benefits like a \$10 reward for every \$100 spent on tickets and concessions, and free upgrades on popcorn and fountain drinks, which members enjoy all the time, AMC Stubs members attending the Harry Potter marathon received a \$5 discount. Plus, online ticketing fees are always waived for AMC Stubs members, which is beneficial as a majority of the advance ticket sales are occurring online. The AMC Stubs program launched in April 2011.

"A high-demand event like Harry Potter, which almost requires an advance purchase of a ticket, is the perfect opportunity for guests to take advantage of their AMC Stubs memberships," said Colanero. "By buying advance tickets from the comfort of their homes, tens of thousands of AMC Stubs members saved thousands of dollars by not paying online ticketing fees."

As part of the \$10 million advance ticket sales, AMC has also surpassed midnight-opening sales numbers with more than \$7 million in tickets sold for the 12:01 a.m. Friday morning shows, easily outpacing the previous record of \$5 million for TWILIGHT SAGA: ECLIPSE. Also included in advance ticket sales were the Harry Potter marathon, which featured all eight movies spread over four nights leading to the 12:01 a.m. opener, and the DEATHLY HALLOWS event, which features Part 1 tonight at 9 p.m., with Part 2 following at 12:01 a.m.

"We're providing as many showings and options as possible to ensure fans can enjoy the final film in Warner Bros.' iconic movie franchise however they please," said Robert J. Lenihan, president of AMC Programming. "The feedback we've seen from guests through ticket sales and the tremendous response we've seen through our social media channels, are testament to the passion fans have for the Harry Potter films."

Guests wanting to see HARRY POTTER AND THE DEATHLY HALLOWS - PART 2 at midnight tonight or throughout the weekend should go online or stop by their local AMC box office as soon as possible. While tickets for many midnight opening shows are sold out, AMC is continuing to add midnight shows and 3 a.m. shows, as well as the Part 1 and Part 2 event shows. For more information about the events and to purchase tickets, visit amctheatres.com/harrypotter.

ABOUT AMC THEATRES

AMC Entertainment Inc. delivers distinctive and affordable movie-going experiences in 360 theatres with 5,128 screens across the United States and Canada. The company operates 24 of the 50 highest grossing theatres in the country, including the top three. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. www.AMCTheatres.com.

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