



May 4, 2012

AMC Theatres® Hosts Amazing Midnight Opening For Marvel's The Avengers

Hundreds of sellouts and thousands of satisfied guests enjoyed AMC's Ultimate Marvel Marathon and the midnight premiere of MARVEL'S THE AVENGERS

Kansas City, Mo. (May 4, 2012) - Marvel fans assembled in droves for the midnight debut of the highly anticipated MARVEL'S THE AVENGERS at AMC Theatres® (AMC) around the country, with more than 30,000 guests spending at least 16 hours reveling in superhero fun at AMC Theatres' Ultimate Marvel Marathon.

Entire AMC theatres were sold out for the midnight shows, including AMC's flagship New York location, AMC Empire 25 in Times Square. All of Empire's 25 auditoriums were full of guests for the midnight show and the theatre's success continued into a 3 a.m. IMAX show and a 6:45 a.m. show.

"We are so proud of all our theatre teams for accommodating guest demand and making smiles happen across the country for MARVEL'S THE AVENGERS last night and into the early morning hours," said John McDonald, executive vice president, operations, AMC. "No doubt AMC Empire 25 will continue to be a popular place to see this movie this weekend and should be our busiest location in the country."

"The turnout for AMC's midnight shows for MARVEL'S THE AVENGERS was incredible, and they pulled out all the stops to make sure that everyone who wanted to see MARVEL'S THE AVENGERS last night was able to," said Dave Hollis, executive vice president, theatrical sales and distribution, The Walt Disney Studios.

AMC had additional full-theatre sellouts in Anaheim at AMC Downtown Disney 12, Seattle at AMC Lakewood 12 and New Jersey at AMC Menlo Park 12. In total, there were almost 600 sold out shows at AMCs around the country, and an additional 47 auditoriums were full houses for the Ultimate Marvel Marathon, far exceeding expectations.

"At AMC locations around the country, there were guests wearing their limited-edition RealD 3D MARVEL'S THE AVENGERS glasses, excitedly chatting in holdout lines and showing up even before theatres opened to ensure their place at The Ultimate Marvel Marathon, or to be the first in line to see MARVEL'S THE AVENGERS at midnight," said Bob Lenihan, president of programming for AMC. "We grossed almost \$4 million last night, slightly ahead of the amazing HUNGER GAMES opening a little more than a month ago. Coming to AMC for midnight premieres is becoming a badge of honor for our guests and a lot of fun for our associates. These evenings have become truly special."

About Marvel's The Avengers

Marvel Studios presents "Marvel's The Avengers"-the team up of a lifetime, featuring iconic Marvel Super Heroes Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back from the brink of disaster. Spanning the globe, a daring recruitment effort begins.

Starring Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner and Tom Hiddleston, with Stellan Skarsgard and Samuel L. Jackson as Nick Fury, directed by Joss Whedon, from a story by Zak Penn and Joss Whedon with screenplay by Joss Whedon, "Marvel's The Avengers" is based on the ever-popular Marvel comic book series "The Avengers," first published in 1963 and a comics institution ever since. Prepare yourself for an exciting event movie, packed with action and spectacular special effects, when "Marvel's The Avengers" assemble in summer 2012.

"Marvel's The Avengers" is presented by Marvel Studios in association with Paramount Pictures. The film is being produced by Marvel Studios' President Kevin Feige and executive produced by Alan Fine, Jon Favreau, Stan Lee, Louis D'Esposito, Patricia Whitcher, Victoria Alonso and Jeremy Latcham. The film releases May 4, 2012, and is distributed by Walt Disney Studios Motion Pictures.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

About AMC Theatres.

AMC Theatres delivers distinctive and affordable movie-going experiences in 347 theatres with 5,048 screens across the United States and Canada. The company operates 22 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. AMCTheatres.com <<http://www.AMCTheatres.com>>.

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