AMC Theatres and North Shore Films Announce Release of New Independent Film Fordson: Faith, Fasting, Football

Award-Winning film about high school football and Arab-Americans living in post 9-11 America to open in 11 cities on Sept. 9, 2011

Kansas City, Mo. and Glenview, Ill. (July 6, 2011) - AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company, and North Shore Films today announced FORDSON: FAITH, FASTING, FOOTBALL will play exclusively at select AMC Theatres starting Friday, Sept. 9, 2011. FORDSON documents an Arab-American high school football team during Ramadan and unearths a community desperately holding onto its Islamic faith while struggling to gain acceptance in post 9-11 America.

The film will launch via the AMC Independent™ program in select AMC markets, including Atlanta, Chicago, Dearborn, Mich., Dallas, Houston, Orange County, Calif., Los Angeles, New York, N.Y., Brunswick, N.J., San Jose, Calif., San Francisco, and in the Greater Washington D.C. region, including Gaithersburg, Md., and Alexandria, Va.

Showing all-American life in a typical high school that happens to be mostly Arab-American, FORDSON is one of the most anticipated documentaries of 2011. The film recently received the Special Grand Jury Award at the Slamdance Film Festival, Special Jury Prize at the DEADCenter Film Festival, the Audience and Founders Award at the 2011 Politics on Film Festival, the Best Documentary Award at the Detroit-Windsor Film Festival and was named Champion of the World Cup Film Awards.

"This film offers a dynamic and delicate story from a perspective that is not often told," said Nikkole Denson-Randolph, vice president, specialty and alternative content for AMC. "We are proud to play a role in sharing the story."

AMC Independent provides guests with diverse, distinct and unconventional films at theatres throughout North America. The stories seen within this program feature recognizable talent and incredibly exciting and untold stories, like those shared in FORDSON.

"We are honored that AMC selected FORDSON for theatrical distribution. It is an inspirational story about the American Dream that we hope everyone gets a chance to see. The film has received interest from a variety of groups including sports fans, interfaith organizations, educational institutions and the U.S. Government," said Rashid Ghazi, Director/Executive Producer of FORDSON.

FORDSON will launch for a minimum one-week run in the following markets and AMC Theatres locations on Sept. 9, 2011.

ATLANTA
AMC NORTH DEKALB MALL 16

CHICAGO
AMC FORD CITY 14
AMC SOUTH BARRINGTON 30
AMC SHOWCASE VILLAGE CROSSING 18

D.C. / BALTIMORE / N. VIRGINIA
AMC LOEWS RIO CINEMAS 18
AMC HOFFMAN CENTER 22

DALLAS
AMC FIREWHEEL 18

DEARBORN / DETROIT
AMC STAR FAIRLANE 21
AMC STAR SOUTHFIELD 20

HOUSTON
AMC STUDIO 30
AMC FIRST COLONY 24

NEW YORK
AMC EMPIRE 25
AMC LOWES PALISADES 21

NEW JERSEY
AMC NEW BRUNSWICK 18

LOS ANGELES
AMC 30 AT THE BLOCK
AMC WEST COVINA 30

SAN FRANCISCO
AMC LOEWS METREON 16

SAN JOSE
AMC MERCADO 20

North Shore Films is launching a national grass roots marketing campaign to secure volunteers to promote the film in their local markets via educational institutions, religious organizations, youth sports teams and community centers. People interested in volunteering can sign up at www.fordsonthemovie.com

Additional information about FORDSON is available at its website, via Facebook and Twitter (@FordsonTheMovie). International sales for FORDSON are being managed by Tim Sparke of Mercury Media www.mercurymedia.org.

About AMC Entertainment Inc.
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.

About North Shore Films, LLC
Headquartered in Glenview, Ill., North Shore Films was launched in 2009 with the express purpose of producing, distributing and financing the FORDSON documentary film.

AMC Media Contact:
Ryan Noonan
(816) 480-4724

FORDSON The Movie Media Contact:
Jenny Lawhorn & Weiman Seid
info@fatdot.net / 212.691.4224