



AMC Theatres® Offers ETX™, an Enhanced Theatre Experience for Guests in New York Ci

See Movies Like Never Before at AMC Empire 25

Kansas City, Mo. (Aug. 5, 2010) - AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company, announces that guests are now able to see movies like never before when the **AMC Enhanced Theatre Experience (ETX™)** opens with "STEP UP 3D" tomorrow at AMC Empire 25 in New York City.

ETX includes a 20-percent larger screen, 3D technology, digital projection and an upgraded sound system. Specifically, the digital projection system produces images at a higher resolution than HD and there are nearly twice as many audio channels compared to typical auditoriums. As a result of this improved experience, guests will not simply watch a movie. They will live it in ETX.

"We are proud to offer our ETX concept at one of our flagship theatres," said John McDonald, executive vice president, U.S. operations "With the upgraded screen and sound system, in addition to the premium viewing experience digital cinema offers, we believe our guests at AMC Empire 25 will walk away with a new perception of how movies should be delivered."

AMC Empire 25 is one of nine ETX auditoriums across AMC's circuit. In addition to AMC Empire 25, AMC currently offers moviegoers the option of seeing a movie in ETX at AMC BarryWoods 24 (Kansas City, Mo.); AMC Pleasure Island 24 (Orlando); AMC Burbank 16, AMC Century City 15 (Los Angeles); AMC Northpark 15 (Dallas); AMC Metreon 16 (San Francisco); AMC Forum 22 (Montreal, Quebec) and AMC Yonge & Dundas 24 (Toronto, Ontario). Two more ETX auditoriums are scheduled to open soon at AMC Ontario Mills 30 (Ontario, Calif.) and AMC Aventura 24 (Ft. Lauderdale, Fla.).

ETX is just one of several ways guests can experience movies and other content at AMC Theatres. ETX represents a different level of sight and sound technology and provides guests an enjoyable out-of-home entertainment experience. Movies shown in this new high-tech, state-of-the-art ETX auditorium will cost between \$3 to \$6 more depending on title and format. For more information, please visit www.AMCTheatres.com.

About AMC Entertainment Inc.

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is a leading theatrical exhibition and entertainment company. With a history of industry leadership and innovation dating back to 1920, the company today serves hundreds of millions of guests annually through interests in 380 theatres with 5,325 screens in five countries. www.AMCTheatres.com.

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