



AMC DINE-IN THEATRES HEADED TO AMC EASTON TOWN CENTER 30

AMC's Immersive Restaurant and Movie Theatre Experience Comes to Columbus, Ohio, This Summer; Theatre Will Remain Open During the Conversion

Kansas City, Mo. (March 30, 2012) - AMC Theatres® (AMC) announced today the **AMC Dine-In Theatres™** experience is coming to guests in and around the Columbus, Ohio, area. Starting in the summer of 2012, guests at **AMC Easton Town Center 30** can take advantage of **AMC Dine-In Theatres**, which combines restaurant cuisine and cocktails with AMC's noted immersive theatre experience and hit movies. AMC is converting 13 auditoriums and will retain 17 traditional auditoriums, giving guests the option to choose their experience.

"Dinner and a movie is a longstanding tradition, and we're excited to bring our dine-in concept to our guests in Columbus," said Gerry Lopez, chief executive officer and president of AMC Theatres. "**AMC Dine-In Theatres** is the premier spot for the dine-in moviegoing experience."

Guests of **AMC Dine-In Theatres** will enjoy in-theatre dining combined with the most current movies, presented in the immersive, big-screen viewing environment of an AMC theatre. Moviegoers will have the opportunity to order from an extensive menu of appetizers, sandwiches, entrees, desserts, beer, wine and cocktails, as well as traditional theatre concessions. The renovated auditoriums will also feature spacious, comfortable seating and service at the push of a button.

AMC Dine-In Theatres offers two meal-and-a-movie options, as well as a bar and lounge:

Fork & Screen® - Nine auditoriums at AMC Easton Town Center 30 will feature:

- Casual, in-theatre dining
- Upgraded, comfortable reserved seating
- Table-top dining
- Seat-side service and a personal call button that discreetly alerts a server
- A wide variety of alcoholic and non-alcoholic specialty drinks, beer and wine
- *Fork & Screen* guests must be at least 18 years old unless accompanied by a parent or guardian

Cinema Suites® - Four auditoriums at AMC Easton Town Center 30 will feature:

- Premium, upscale in-theatre dining
- Reserved seating in power recliners
- Up to nine feet of row spacing
- A personal call button that discreetly alerts a server
- A wide variety of alcoholic and non-alcoholic specialty drinks, beer and wine
- *Cinema Suites* guests must be at least 21 years old

Beer, wine, cocktails and food will also be available at **MacGuffins**, located inside the theatre. Named after a term coined by famed filmmaker Alfred Hitchcock, **MacGuffins** is a warm, relaxing and inviting bar with a spacious lounge where guests can relax before or after their entertainment at tables and soft-seating areas. Guests must be at least 18 years old, or accompanied by a parent or guardian.

The menu at **MacGuffins** and in the **AMC Dine-In Theatres** auditoriums will feature classic favorites like grilled gourmet burgers, artisan flatbread Pizzettas & Pizzini sandwiches, roasted chicken & brisket quesadillas, wedge salad, wraps and a wide variety of desserts. All menu items have been specifically prepared with the unique and exciting in-theatre dining experience in mind.

The traditional auditoriums will remain open during the conversion. Auditoriums being renovated will close April 2 and are expected to be completed this summer. For more information about the **AMC Dine-In Theatres** experience, visit dinein.amctheatres.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. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. AMCTheatres.com.

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