



Two Decades of Entertainment: AMC Theatres® Celebrates 20th Anniversary of AMC Santa Monica 7 March 22-25

Festivities culminate with all movies, all day just \$7 March 25

Santa Monica, Calif. (March 18, 2010) - AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company, is proud to celebrate the 20th anniversary of AMC Santa Monica 7 on the famed Third Street Promenade in downtown Santa Monica, Calif.

To commemorate 20 years of movie magic, AMC is hosting charity screenings of hit movies from 1990 March 22-25, with all proceeds benefitting Variety-The Children's Charity of Southern California and the Santa Monica Police Activities League (PAL). In addition, all guests who visit the theatre March 25 will pay only \$7 for all movies, all day, and will receive one free small popcorn with each ticket purchased.

"AMC Santa Monica 7 is excited to thank all those who have helped make the theatre a success by turning back the clock and presenting some of our favorite films from 1990, the year of its opening, in addition to rolling back ticket prices to reflect that era," said Jeff Trudeau, general manager, Santa Monica 7.

At each charity screening, guests will be able to bid on an AMC special pass - giving them free movies for a year - during a live auction just before each show time. In addition, they may also enter drawings to win prizes such as:

- "Iron Man 2" poster autographed by Robert Downey, Jr.
- "Julie and Julia" poster autographed by Meryl Streep and cast
- "Valentine's Day" poster autographed by cast including Jamie Foxx and Shirley MacLaine
- "Art of Avatar" books, Universal Studios Leather Jacket, Disney gift basket of DVDs, shirts and more.

AMC Santa Monica 7 Charity Screening Schedule:

Monday, March 22:	"Dances with Wolves"	7 p.m.
Tuesday, March 23:	"Ghost"	7 p.m.
Wednesday, March 24:	"Back to the Future III"	7 p.m.
Thursday, March 25:	"Home Alone"	7 p.m. & "Edward Scissorhands" 9:30 p.m.

Tickets are just \$7 each for the charity screenings with all funds collected from the screenings, prizes and live auction going to the charities.

Located on the southwest corner of Arizona Street and Third Street Promenade, AMC Santa Monica 7 is easily accessible at the northern end from the pedestrian Third Street Promenade. Additional information and show times can be found at www.amcentertainment.com/SantaMonica.

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 299 theatres with 4,528 screens in five countries. www.AMCEntertainment.com.

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