



AMC Theaters® Hosts 5th Annual Best Picture Showcase

Ten Movies. Two Days. One Oscar®.

Tickets on Sale Now for Special Event on Feb. 19 & 26

Kansas City, Mo. (Jan. 31, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, is proud to announce the 5th annual **AMC Best Picture ShowcaseSM**, the highly anticipated event by movie lovers nationwide. Since 2007, AMC has offered guests the rare opportunity to experience the movies nominated for the Best Picture Oscar by the Academy of Motion Picture Arts and Sciences.

The 10 movies nominated for Best Picture will be shown on Saturday, Feb. 19 and Saturday, Feb. 26 at more than 113 theatres in 43 markets. Plus, a select 15 of those theatres in 13 markets will host a 24-hour movie marathon where guests can watch all 10 movies in one sitting!

"AMC has a deep history of innovation and we brought the idea to our studio partners, who were happy to collaborate with us on the AMC Best Picture Showcase," said Stephen Colanero, executive vice president and chief marketing officer at AMC. "These are some of the most celebrated movies of the year, and we recognize that not everyone has seen all 10. Or many movie fans would perhaps like to see them again to analyze scenes, pick up on nuances or just to share the experience with someone new. There is no better way to view these films than on the big screen, and we're pleased to offer our guests this exclusive opportunity."

The nominees are: BLACK SWAN, THE FIGHTER, INCEPTION, THE KIDS ARE ALL RIGHT, THE KING'S SPEECH, 127 HOURS, THE SOCIAL NETWORK, TOY STORY 3, TRUE GRIT and WINTER'S BONE.

AMC Best Picture Showcase Pricing:

- *Two-Day Pass:* **\$60** (includes all 10 movies on Feb. 19 and Feb. 26)
- *24-Hour Marathon Pass:* **\$50** (includes all 10 movies at 15 select theatres on Feb. 26)
- *One-Day Pass:* **\$35** (includes five movies on Feb. 19 or Feb. 26)

Guests will receive a \$10 gift card for each one-day pass purchased. Two-day event pass holders will receive a \$10 gift card when they check-in on each Saturday. Guests purchasing the 24-hour marathon pass will receive a \$20 gift card for Feb. 27. Gift cards can be used for concessions throughout that day.

All guests will also receive a free, special theatre-sized AMC Best Picture Showcase poster that features artwork from all 10 nominees (while supplies last). This poster was specially designed for this event and will not be available at any other time. Additionally, guests will receive a keepsake lanyard, which serves as the pass for the AMC Best Picture Showcase. Please note there will not be a discount for MovieWatcher® members.

For a list of participating theatres, show times and to purchase passes for the AMC Best Picture Showcase, please visit www.AMCTheatres.com/BPS. Guests can also purchase passes at participating theatres. And follow the Best Picture Oscar buzz on Twitter by using the hashtag [#amcbps](https://twitter.com/amcbps) or on Facebook® at www.facebook.com/amctheatres. Followers here will be the first to hear about any exciting news.

The Academy Awards® will be presented on Sunday, Feb. 27 at the Kodak Theatre at the Hollywood & Highland Center® and televised live on ABC.

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 361 theatres with 5,203 screens in five countries. www.AMCTheatres.com.

Oscar® is the registered trademark and service mark of the Academy of Motion Picture Arts and Sciences.

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