



AMC THEATRES® LAUNCHES SPECIALTY FILMS INITIATIVE

AMC independent™ demonstrates renewed commitment to bringing guests the best specialty films

NEW YORK (April 23, 2010) - At one of the premiere specialty film festivals, the 2010 Tribeca Film Festival, AMC Theatres® (AMC) announced the launch of a new initiative designed to advance and expand its guests' interest in independent film. AMC independent™ (AMCi™) will provide guests with the best independent films and target interested guests through unique promotions and other customized marketing efforts.

"AMCi is our renewed commitment to providing independent film to our increasingly diverse audience," said Bob Lenihan, president of programming for AMC. "We intend to amplify our pledge of bringing these stories to our guests through direct partnerships with independent filmmakers and through film festival participation and promotion, in a more significant way than we have in the past."

Examples of what guests can expect from the AMCi program are evident in the added benefits for each of the following films:

"La Mission" (Screen Media Films) - Film produced by and starring Benjamin Bratt and directed by his brother, Peter Bratt:

- Film's wide release date is April 30; AMC will receive an exclusive AMCi online callout by Benjamin Bratt

"Babies" (Focus Features) - Documentary featuring the lives of four babies from different cultures around the world

- Opens on May 7 (Mother's Day weekend); AMC will be offering a Mother's Day card and photo frame giveaway at select theatres on Saturday, May 1.

"Holy Rollers" (First Independent Films) - Jesse Eisenberg stars in a fact-based story of a young Hasidic man who was lured into the world of international drug trafficking in the late 90s.

- Opens on May 21; AMC will feature exclusive interviews from the movie's stars on AMCTheatres.com and on AMC's Facebook page

This initiative is wholeheartedly welcomed by distribution partners and industry influencers alike.

"Now more than ever before, the landscape for distribution of specialized film is thriving thanks to AMC's efforts to develop programs like AMC Independent," said Tom Bernard, co-president and co-founder of Sony Pictures Classics.

To help drive the AMCi initiative, AMC added Nikkole Denson-Randolph to its associate roster. Denson-Randolph, vice president, specialty and alternative content, will work closely with distributors and filmmakers to ensure AMC is supporting each film in a way that reaches its intended audience and ultimately elevates interest in each title and the genre.

"AMCi is, in the opinion of Focus Features, a welcome theatrical development for our films to utilize during their releases, said Jack Foley, president of theatrical distribution for Focus Features. "AMCi is a beneficial program for other specialized distributors and for specialized film makers as well. The biggest winner from the AMCi program, however, is the moviegoer who will have convenient access to alternative film programming in many markets throughout the country.

"Ultimately, AMCi will nurture and develop greater specialized film sensibilities among its present patrons; increase specialized film patronage; and simultaneously grow specialized box office results nationally: great achievements to expect from AMCi," Foley added.

For a listing of upcoming titles and participating theatres, please visit AMCTheatres.com/independent. Filmmakers with unique feature-length content can also explore AMC-centric distribution at the website.

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.AMCTheatres.com.

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