



AMC Entertainment® and RealD Announce 3D Partnership

***AMC to Add Up to 1,500 RealD 3D Screens across Circuit
Nearly 8,000 Total RealD 3D Screens Committed by Theatres Worldwide***

Kansas City, Mo. and Los Angeles - March 26, 2009 - AMC Entertainment Inc. (AMC), a leading theatrical exhibition and entertainment company, and RealD, the world's leading outfitter of 3D-enabled theatres, announced today that AMC will add up to 1,500 RealD 3D screens to its circuit in the United States and Canada. The rollout of RealD 3D-enabled screens has already begun with new screens added monthly at AMC locations. This agreement brings RealD's 3D network to nearly 8,000 total committed screens worldwide with approximately 2,600 RealD 3D screens installed today.

"AMC has a world-class reputation for guest satisfaction, and we look forward to bringing RealD's exceptional 3D experience to all of our theatres, as our intent is to feature at least one screen in every AMC theatre" said Gerry Lopez, chief executive officer and president of AMC Entertainment Inc. "This partnership with RealD will give our guests an enhanced way to experience movies perfectly timed for the full line-up of 3D films coming from some of the biggest names in Hollywood."

"AMC is a global leader in entertainment and we're proud to work with them to enable this huge number of screens across their circuit with RealD 3D technology," said Michael V. Lewis, chairman and CEO of RealD. "Audiences are seeking a new and truly engaging form of entertainment that AMC and RealD together can provide through this extensive commitment to build out one of the largest RealD 3D circuits in the world."

RealD's next-generation digital 3D is ultra-realistic, bearing no resemblance to the anaglyph red-and-blue glasses based 3D of old. A bright spot for the entertainment industry, RealD 3D is driving box office to the tune of up to six times per screen revenue of the same film on 2D screens.

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 309 theatres with 4,628 screens in five countries. www.amctheatres.com

About RealD

RealD is the global leader in 3D, bringing the most advanced and lifelike digital 3D experience to cinemas worldwide. RealD's next-generation technology, deployed across the world's largest 3D platform, provides a stunningly realistic viewing experience. Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with thirty years of scientific development behind its systems. RealD's mission-critical 3D technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more. www.RealD.com

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