



AMC Theatres[®] Raises the Curtain on AMC Smart MovieSnacks^{&trade}

Chiquita[™], Dasani[®], Odwalla Bar[®] and PopCorners[™] Partner with AMC[®]

Kansas City, Mo. (April 4, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, announces today that guests can now make smart snack choices at AMC Theatres with the debut of **AMC Smart MovieSnacks**, a comprehensive snack pack that includes Chiquita Fruit Chips, a 20-oz. Dasani water, an Odwalla Bar Chocolate Chip Trail Mix and PopCorners popped corn chips.*

"At AMC, we are all about giving our guests choices - in the type and format of entertainment they watch and the food and beverages they consume," said George Patterson, senior vice president of food and beverage at AMC. "We know there are occasions - and dietary reasons - when guests want more options beyond traditional concession fare. AMC Smart MovieSnacks is an innovative way to provide guests a variety of quality branded products in a convenient bundle. We think they will love it."

AMC Smart MovieSnacks are now available at all AMC Theatres in the United States for \$7 and include:

- Chiquita Fruit Chips consisting of 100-percent real fruit
- Dasani purified water
- Odwalla Bar Chocolate Chip Trail Mix with chocolate chips, rolled oats, peanuts, raisins, coconut, sunflower seeds and Vitamins A, C, E, plus folic acid and calcium
- PopCorners chip-like corn snacks that are air popped with real corn and all natural ingredients

"Movie goers will be the biggest winners of our partnership with AMC to bring healthy Chiquita Fruit Chips into movie theatres," said Deverl Maserang, vice president and general manager of Chiquita Fruit Solutions. "Our mission is to offer nutritious, convenient foods and we commend AMC for providing AMC Smart MovieSnacks that are aligned with the health and wellness needs of consumers. Our Chiquita Fruit Chips are pure fruit without any additives and represent a healthy option for any consumer."

"The Coca-Cola Company has been refreshing movie goers for nearly 90 years and we are very pleased to partner with AMC to expand our offering to include our great tasting Odwalla bars coupled with Dasani," said Stefanie Miller, group vice president, strategic partnership marketing at The Coca-Cola Company. "There's nothing like a great snack, a refreshing beverage and a good movie to make life fun."

"PopCorners deliver the taste of fresh popcorn in a unique chip that's a perfect snack. PopCorners are a hit because they're air popped, all natural, gluten free and contain zero percent trans fat," said Linda Fishman, president of Medora Snacks, maker of PopCorners. "At Medora Snacks, we're the first company to bring an innovative change to the ever-growing popcorn market. We're already part of more than 2 million school lunches per month and proud to be part of AMC Smart MovieSnacks."

In creating AMC Smart MovieSnacks, AMC identified the best products after testing hundreds with a guest panel and collecting feedback. As a result, AMC Smart MovieSnacks represents a meaningful product offering that incorporates the best of nutritious snack choices, yet still allows guests to indulge, albeit smartly, when snacking at the movies.

AMC's initiative to improve access to more nutritious snacks at the movies included working with the Alliance for a Healthier Generation, a national non-profit founded by the American Heart Association and the William J. Clinton Foundation to combat childhood obesity. AMC modeled AMC Smart MovieSnacks on the Alliance's school competitive food and beverage guidelines, which the organization uses in its work that supports more than 11,000 U.S. schools.

**Individual items are not sold separately and the Dasani water may be substituted for a 20-oz. Diet Coke[®] or Coke Zero[®] fountain drink.*

About Chiquita Brands International, Inc.

Chiquita Brands International, Inc. is a leading international marketer and distributor of high-quality fresh and value-added food products - from energy-rich bananas and other fruits to nutritious blends of convenient green salads. The company markets its healthy, fresh products under the Chiquita and Fresh Express[®] premium brands and other related trademarks. With annual revenues of more than \$3 billion, Chiquita employs approximately 21,000 people and has operations in nearly 70 countries

worldwide. For more information, please visit www.chiquitabrands.com.

About Odwalla, Inc.

Odwalla, Inc., the nation's leading natural health beverage company, delivers nourishment coast to coast with the Odwalla family of juices, juice drinks, soy beverages and nourishing food bars. Odwalla has been making juices and innovating in the natural health beverage category for 30 years. Its nourishing beverages and food bars are available in natural food stores, select supermarkets and specialty outlets throughout the country. To learn more about Odwalla products and Odwalla's commitment to the environment, please visit www.Odwalla.com or call 1.800.ODWALLA. Also follow Odwalla on Facebook® and Twitter (@Odwalla).

About The Coca-Cola Company (Dasani)

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About Medora Snacks, LLC (PopCorners)

Medora Snacks, LLC is the first company to bring an innovative change to the ever growing popcorn market. Ready to eat popcorn sales were up 21 percent last year alone. PopCorners can be found in natural food stores, supermarkets, drug chains, vending machines and major airlines such as jetBlue. To learn more about PopCorners varieties, please visit www.popcorners.com. Also follow us on Facebook and Twitter.

About AMC Entertainment Inc.

AMC Entertainment Inc. delivers distinctive and affordable movie-going experiences in 361 theatres with 5,203 screens across the United States and Canada. The company operates 24 of the 50 highest grossing theatres in the country, including the top three. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. www.AMCTheatres.com.

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