



AMC Entertainment® Opens All-Digital AMC Plaza Bonita 14 on May 16

All guests will receive one free small popcorn for each ticket purchased on opening weekend

National City, Calif. (May 14, 2008) - AMC Entertainment Inc. (AMC), one of the world's largest and most innovative theatrical exhibition companies, announced today AMC Plaza Bonita 14 at Westfield Plaza Bonita will open to the public on May 16, bringing the best possible out-of-home entertainment experience to the San Diego area just in time for the summer blockbuster season. To commemorate the new theatre opening, all guests who visit the theatre during the opening weekend will receive one free small popcorn with each ticket purchased.

A movie-lover's dream come true, this new state-of-the-art theatre is just the second all-digital AMC theatre in the area and is equipped with 4K digital cinema projectors, capable of producing images with more than four times the resolution of HDTV. As if all-digital screens weren't enough, three auditoriums at AMC Plaza Bonita 14 boast screens that are more than three stories high and 50-feet wide, helping showcase highly anticipated films such as Disney's "The Chronicles of Narnia: Prince Caspian" and Paramount Pictures' "Indiana Jones and the Kingdom of the Crystal Skull."

AMC is known for many of the innovations that moviegoers enjoy today, including the multiplex and North American megaplex concepts. Guest satisfaction has been the foundation of the AMC experience, where our guests have been the stars since our inception in 1920.

Guests will "Experience the Difference®" at AMC Plaza Bonita 14, which will offer them a premium entertainment experience. The theatre is adorned with AMC's signature design concepts, including sensational high-mural celebrity graphics, movie quotes inlaid in terrazzo flooring, entertaining directors' series photographs and a modern-day rendition of the red carpet, in addition to an expansive concession stand featuring items from Clip's PicksSM concession value menu.

AMC Plaza Bonita 14 features AMC's signature quality, comfort, service and convenience, and will showcase modern amenities including:

- Fourteen auditoriums with nearly 2,600 seats.
- Stadium seating with 18-inch risers and 48-inch row spacing for a perfectly clear, unobstructed view in all auditoriums.
- AMC's exclusive and ultra-comfortable LoveSeat®-style seating featuring "rocking" backs and lifting cupholder armrests.
- 4K digital cinema projectors in all auditoriums.
- Six-channel digital audio coupled with Dolby® Digital equalization in every auditorium for clear, dynamic distortion-free audio and lifelike special effects.
- Floor-to-ceiling, wall-to-wall curved premium movie screens in every auditorium.
- AMC's proprietary Digital Theatre Distribution System® (DTDS) for enhanced pre-show entertainment that includes a first-look access to everything from movies, television, music, sports and advertising.
- Large, efficient, fast-serve concession area with digital menu boards offering a wide variety of moviegoers' favorite theatrical food and beverage options, including free refills on large fountain drinks and large popcorn.
- A custom-designed gaming area featuring top-performing arcade games with wide appeal, allowing guests an opportunity to enjoy relaxed or competitive play before or after their movie experience.
- Soft-style seating and tables in the lobby providing guests at AMC Plaza Bonita 14 another reason to linger a little longer before and after their entertainment experience.
- AMC Guest Services area for superior guest service.
- Advance credit card tickets sales by phone or online at www.amctheatres.com.
- Four Automated Box Offices (ABOs) for easy ticket purchasing and advance ticket order pick-up.

Moviegoers visiting AMC Plaza Bonita 14 can expect to enjoy best-in-the-business guest programs offered exclusively at AMC theatre locations including:

- A.M.Cinema® - provides morning guests the opportunity to see first-run movies at the best ticket price of the day (\$6) before noon on select Fridays, Saturdays, Sundays and holiday periods.
- AMC MovieWatcher - the industry's first moviegoer loyalty program that is absolutely free. With each movie ticket purchased, members earn points toward free drinks, free popcorn and free movies. Also, members who visit an AMC theatre on Wednesdays receive a free small popcorn with every ticket purchased. Rewards increase when an account is activated online at MovieWatcher.com.
- Clip's Picks - a first in the theatre industry, gives guests the opportunity to save at the concession stand when they select

- items from the value menu. Items can be purchased for \$3 each or three for \$7.50, representing a savings of more than 15 percent when purchased together. Clip's Picks value menu is available seven days a week, all day at all of AMC's locations in the United States and Canada
- (except Quebec).

Located off Hwy 805 at Sweetwater or Bonita Road, or Hwy 54 at Plaza Bonita Center Way in National City, Calif., AMC Plaza Bonita 14 is the entertainment anchor of Westfield Plaza Bonita. Additional information about the grand opening can be found at www.amctheatres.com/PB.

About AMC Entertainment Inc.

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is one of the world's largest and most innovative theatrical exhibition companies. With a history of industry leadership dating back to 1920, the company today serves more than 240 million guests annually through interests in 359 theatres with 5,138 screens in six countries. www.amctheatres.com.

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