



AMC Theatres Announces the Debut of the Enhanced Theatre Experience at AMC 30 at the Block

Seat-Rattling Sounds Live in ETX™ at AMC 30 at The Block in West Orange, Calif.

Kansas City, Mo. (March 16, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, announces that guests are now able to see movies like never before when the **AMC Enhanced Theatre Experience (ETX)** opens with **BATTLE: LOS ANGELES** at AMC 30 at The Block in West Orange, Calif. on March 18.

ETX includes a 20-percent larger screen, 3D technology, digital projection and an upgraded sound system. Specifically, the digital projection system produces images at a higher resolution than HD and there are nearly twice as many audio channels compared to typical auditoriums. As a result of this improved experience, guests will not simply watch a movie. They will live it in ETX.

"We are proud to offer our ETX concept at one of our flagship theatres," said John McDonald, executive vice president, U.S. operations "With the upgraded screen and sound system, in addition to the premium viewing experience digital cinema offers, we believe our guests at AMC 30 at The Block will walk away with a new perception of how movies should be delivered."

AMC 30 at The Block is one of 14 ETX auditoriums across AMC's circuit. In addition to AMC 30 at The Block, AMC currently offers moviegoers the option of seeing a movie in ETX at:

- AMC Aventura 24 (Miami)
- AMC Ontario Mills 30 (Ontario, Calif.)
- AMC Empire 25 (New York City)
- AMC BarryWoods 24 (Kansas City, Mo.)
- AMC Downtown Disney 24 (Orlando)
- AMC Burbank 16 (Los Angeles)
- AMC Northpark 15 (Dallas)
- AMC Metreon 16 (San Francisco)
- AMC Forum 22 (Montreal, Quebec)
- AMC Yonge & Dundas 24 (Toronto, Ontario)
- AMC Century City 15 (Los Angeles)
- AMC Flatiron Crossing 14 (Denver)

An additional ETX auditorium is scheduled to open on March 18 at AMC Tysons Corner 16 (McLean, Va.).

ETX is just one of several ways guests can experience movies and other content at AMC Theatres. Movies shown in this new high-tech, state-of-the-art ETX auditorium will cost between \$4 to \$5 more depending on the title and format. For more information, please visit www.AMCTheatres.com/etx.

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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