



## **AMC Theatres® Offers ETX™, an Enhanced Theatre Experience™ For Guests Of AMC Pleasure Island 24 at Walt Disney World® Resort**

***Be First in the United States to See Movies Like Never Before, Exclusively at AMC Pleasure Island 24***

**Lake Buena Vista, Fla.** (March 3, 2010) - AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company, today announces that guests will be able to see movies in a new, entirely superior fashion when the **AMC Enhanced Theatre Experience (ETX™)** makes its U.S. debut on March 5 at AMC Pleasure Island 24 at Downtown Disney® Area at the Walt Disney World® Resort.

ETX includes a 20-percent larger screen, 3D technology, digital projection and an upgraded sound system. Specifically, the digital projection system produces images comprised of 2 million pixels, which delivers a higher resolution than HD. This eye-popping image is then showcased on a wall-to-wall, floor-to-ceiling screen that immerses guests in the image.

The ETX auditorium also boasts 12 audio channels fueled by 50,000 watts of power, which is a major upgrade and three times the power of typical auditoriums with six audio channels. As a result of this improved sight and sound experience, guests will not simply watch a movie. They will live it in ETX.

"We are proud to launch our new ETX concept for the first time in the United States at AMC Pleasure Island 24," said John McDonald, executive vice president, U.S. operations. "We truly believe this premier location at Downtown Disney deserves the absolute best entertainment experience AMC can offer, and ETX is the cornerstone of that experience."

The high-tech, state-of-the-art ETX auditorium will feature Walt Disney Studios Motion Pictures' "ALICE IN WONDERLAND" in 3D when the movie opens across the United States on March 5.

"With the upgraded screen and sound system, in addition to the premium viewing experience digital cinema offers, we believe our guests at AMC Pleasure Island 24 will walk away with a new perception of how movies should be delivered," said McDonald.

Movies shown in the ETX auditorium will cost \$2 more, while 3D titles such as "ALICE IN WONDERLAND" will cost \$4 more to see it in ETX. For more information about ETX and amenities at AMC Pleasure Island 24, please visit [www.AMCEntertainment.com](http://www.AMCEntertainment.com).

### **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.AMCEntertainment.com](http://www.AMCEntertainment.com).

### **MEDIA CONTACT**

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