



## **AMC Theatres to Donate More than \$128,000 in Box Office, Concession Revenue to American Red Cross for Hurricane Victims**

KANSAS CITY, Mo. (September 15, 2004) - AMC Theatres will donate more than \$128,000 to the American Red Cross Disaster Relief Fund to support hurricane victims, thanks to Florida moviegoers. The contribution combines revenue from box office and concession sales on September 9th, which the Company dubbed "AMC Hurricane Relief Day."

AMC pledged to donate box office and all concession revenue to the American Red Cross Disaster Relief Fund for that day, and offered moviegoers a special \$5 admission price for all movies.

"Even now American Red Cross disaster workers are providing ongoing relief to the victims of hurricanes Charley and Frances while, at the same time, preparing for Ivan," said Skip Seitz, Senior Vice President Growth and Integrated Development with the American Red Cross. "It is only through the generous financial support of the American public and companies like AMC Theatres that we can meet the urgent, critical needs of the victims of these storms. AMC Theatres and all their patrons who came out to support the Red Cross on 'AMC Hurricane Relief Day' have our gratitude."

AMC Theatres has 29 theatres in 24 Florida cities, with 428 screens, although three did not operate September 9th due to the impact of Hurricane Frances.

"AMC has been part of the Florida community for more than 30 years and we wanted to make a difference in the recovery efforts," said Rick King, Senior Vice President, Corporate Communications. "We appreciate the thousands of loyal moviegoers who turned out for this cause on September 9 and helped make this significant contribution possible."

Donations to the American Red Cross Disaster Relief Fund help victims of these hurricanes and thousands of other disasters across the country each year. To make a contribution contact the American Red Cross today by calling 1-800-HELP-NOW or visit [www.redcross.org](http://www.redcross.org).

AMC Entertainment Inc. is a worldwide leader in the theatrical exhibition industry. Through its circuit, the company has interests in approximately 382 theatres with 5,340 screens in the United States, Canada, Mexico, Argentina, Brazil, Chile, Uruguay, Hong Kong, France, and the United Kingdom.

All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of the hurricanes and thousands of other disasters across the country each year by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need. Call 1-800-HELP NOW or 1-800-257-7575 (Spanish). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to the American Red Cross, P. O. Box 37243, Washington, DC 20013. Internet users can make a secure online contribution by visiting [www.redcross.org](http://www.redcross.org).

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