



AMC Theatres® Cues "Action" on New AMC Stubs™ Rewards Program

Las Vegas (March 31, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, today officially unveiled **AMC Stubs** - the company's new rewards program - to a crowd of CinemaCon attendees in Las Vegas.

AMC Stubs is a new spend-based rewards program that will replace the company's previous points-based *MovieWatcher* program, which debuted in 1990 as the industry's first-ever guest loyalty program. The program is designed to provide frequent moviegoers with more value as they earn rewards for every dollar spent at AMC Theatres nationwide.

"AMC Stubs is unique in that it provides members with a choice of rewards, which will be brought to life by three movie bloggers who we've invited to embark on the *Search for Stubs Challenge*," said Stephen Colanero, AMC's chief marketing officer. "We're excited to show how **AMC Stubs** will reward AMC's most loyal and frequent moviegoers while giving them an opportunity to let their moviegoing experiences live online."

As part of the launch, AMC officially kicked off the "Search for Stubs" Challenge, inviting three prominent movie bloggers - Steve Weintraub of Collider, Mike Eisenberg of Screen Rant and Wilson Morales of Black Film - to participate in a competition to visit the most AMC Theatres and see the most movies possible from April 15 - May 6, 2011. Each blogger will post everything from actual movie reviews to their theatre experience while also earning and randomly rewarding their followers and fellow moviegoers with all the aspects of the new AMC Stubs program. Fans can follow their journeys at www.facebook.com/amctheatres.

AMC Stubs incorporates the full moviegoing experience from the box office to the concession stand to after a guest leaves the theatre. Members receive a choice of rewards based on the total amount of money they spend at the theatre, including tickets and concessions. Benefits of the program include:

- A \$10 **AMC Stubs Reward** for every \$100 spent
- Free upgrades on popcorn and fountain drinks on every visit
- No online ticketing fees
- A digital, online movie ticket stub collection

The name **AMC Stubs** plays off the classic paper movie ticket stub that guests collect to preserve long-lasting movie memories. Now, each **AMC Stubs** member will have their own online **AMC Stubs** book that brings the paper ticket stub concept into the digital age by automatically populating a virtual movie ticket stub in members' online **AMC Stubs** book for each movie they see.

"This online stub functionality extends the movie experience into relevant social media by enabling members to tag friends and family they attended with, rate the movie, make comments and share them within the **AMC Stubs** member network or on their Facebook pages," said Colanero. "This creates an online, interactive movie experience never before seen with a theatre-industry loyalty program."

AMC Stubs is a paid program with an annual fee of \$12. Every time guests spend \$100, they receive a \$10 **AMC Stubs Reward**, which is good for anything in the theatre, from tickets and concessions to gift cards and membership fee renewals. The enrollment fee goes toward the first reward as well.

"If it's in the theatre, your **AMC Stubs Rewards** will cover it," said Colanero.

Additionally, guests can present their **AMC Stubs** cards at the concession stand to reap rewards for every dollar spent on food and drinks in addition to ticket purchases. Also, members can get popcorn and fountain drinks upgraded to the next size for free. Finally, when **AMC Stubs** members buy tickets online at www.movietickets.com or www.fandango.com, any online ticketing fees are waived.

AMC Stubs is currently available in most markets. Tomorrow **AMC Stubs** will go live in the remaining markets which include New York City, Kansas City, Atlanta, Boston, Milwaukee, Cleveland and Detroit. For more information, please visit www.amcstubs.com.

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.

MEDIA CONTACT

Marie Espinel, 917 846 9456

mespinel@digcommunications.com