



Relativity's Rogue and AMC Independent™ Launch "The Big Break Movie Contest"

Winner will have their film released in 50 AMC® theatres throughout the U.S.

LOS ANGELES, CA, AUGUST 16th, 2010 - Relativity Media's Rogue and AMC Theatres® announce today the launch of the "Big Break Movie Contest," which will provide filmmakers with previously undistributed feature-length films the opportunity to obtain exclusive on-screen distribution. Submissions will be accepted Aug. 16 through Oct. 15, 2010. Five finalists will be selected, professional trailers will be created for them by the Rogue team and debuted online at iamrogue.com where the general public can vote. The winning film will be released across the country in 50 AMC theatres for at least one week as part of the AMC independent (AMCi) program. The winning movie will be announced Dec 20, 2010 and will tentatively be released in spring 2011.

The esteemed panel of judges includes actress Kate Bosworth, Relativity's CEO Ryan Kavanaugh, AMC Theatres' Vice President of Specialty and Alternative Content Nikkole Denson-Randolph, Relativity President of Worldwide Production Tucker Tooley, iamrogue.com's Editor-In-Chief Jimmy O, and Youtube's "Beyond the Trailer" creator, Grace Randolph.

"Rogue has always stood for doing it your way, breaking the mold" said Kavanaugh. "We are always looking for ways to support and embrace new and inspired talent, who dare to do it their way. That's exactly what this contest is about."

"AMC Theatres is proud to bring together a talented and diverse judging panel for this contest," said Denson-Randolph. "Through our AMCi program, we exhibit our passion for bringing independent movies to the big screen and we are anxiously awaiting the opportunity to bring a great film to our guests."

"I am thrilled to be a part of the Rogue/AMCi Big Break Movie contest and look forward to seeing the films," said Bosworth. "It is always exciting to witness and support fresh and original talent."

The contest will be hosted at iamrogue.com/bigbreak. Contestants must first submit a DVD with the finished film and a short trailer, or a 2-minute excerpt from the film. Filmmakers should then visit iamrogue.com beginning Aug. 16 to create a User Profile and upload trailers or excerpts.

Rogue will support the finalists with further editing and production, creating a professional trailer, as well as handling the marketing and logistics of the release for the winning title.

Entries are to be submitted to:

Big Break Movie Contest
c/o Rogue Life
PO Box 46247
Los Angeles, CA 90046

Contest Steps:

Step 1.

MAIL in a DVD containing your finished movie and a short trailer or 2 minute excerpt from the movie, to:

Big Break Movie Contest
c/o Rogue Life
PO Box 46247
Los Angeles, CA 90046

Step 2.

GO to iamrogue.com from August 16, create a USER PROFILE and UPLOAD your trailer or excerpt from your movie.

Key dates

Submissions: Aug. 16th through Oct. 15th

5 finalists will be chosen. Relativity's team will create professional trailers for each finalist. . These will be posted online at [iamrogue.com/big break](http://iamrogue.com/big-break) for movie fans to review and give comments.

The judges will announce the winner on December 20, with release occurring sometime in spring 2011.

About Relativity Media, LLC

Relativity Media, LLC is a media and entertainment company that focuses on creating, financing and distributing first class, studio-quality entertainment content and intellectual property across multiple platforms, as well as making strategic partnerships with, and opportunistic investments in, media and entertainment-related companies and assets. Relativity owns and operates Rogue, a company that specializes in the production and distribution of films from new and cutting edge filmmakers. Building upon its foundation of financing and producing films, Relativity has grown to include music, sports and television divisions and the next-generation social network iamrogue.com. Relativity also owns and operates RelativityREAL, Relativity's television arm, which has become one of the leading suppliers of reality television with more than 20 shows in episodic or pilot. RelativityREAL is run by Tom Forman; his past successes include Extreme Makeover: Home Edition and Kid Nation. This year, Relativity acquired the marketing and distribution operations of Overture Films and reached a first of its kind TV pay deal with Netflix.

To date, Relativity has committed to, produced and/or financed more than 200 studio-quality motion pictures through 2014. Released films have accumulated more than \$13.0 billion in worldwide box office revenue. Relativity's recent films include Despicable Me, Charlie St. Cloud, Salt, Dear John, Brothers, The Wolfman, It's Complicated, Zombieland, Couples Retreat, The Bounty Hunter and, most recently, Get Him to the Greek, Robin Hood and Grown Ups. Upcoming films for Relativity include The Fighter, Nanny McPhee Returns, The Social Network as well as James Cameron's Sanctum in 3D and Wes Craven's My Soul To Take in 3D. Twenty-nine of the company's films have opened at No. 1 at the box office.

Relativity films have earned 43 Oscar® nominations, including nods for Nine, A Serious Man, Frost/Nixon, Atonement, American Gangster and 3:10 to Yuma. Forty-eight of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

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 380 theatres with 5,325 screens in five countries. www.AMCTheatres.com.

Press Contacts:

For Relativity:
Mara Buxbaum
ID
323-822-4800
relativity@id-pr.com

For AMC:
Justin Scott
AMC
816-480-2548
juscott@amctheatres.com