



AMC Entertainment® Selects Signal to Noise and RAPP as Agencies of Record

Agencies Will Assist with Digital, Direct and Relationship Marketing Activities

Kansas City, Mo. (Sept. 13, 2010) - AMC Entertainment Inc. (AMC), one of the world's largest theatrical exhibition and entertainment companies, announces the selection of Signal to Noise and RAPP as their agencies of record. Signal to Noise will serve as the agency responsible for digital marketing, while RAPP will focus on direct and relationship marketing activities.

"I'm excited to be adding Signal to Noise and RAPP to the AMC team to help us fulfill our vision of delivering the ultimate guest experience," said Stephen Colanero, executive vice president and chief marketing officer, AMC. "They both represent innovative thinking and expertise, especially given the constant change in consumer behavior with the adoption of digital technology. Our guests will be delighted with the changes we will be introducing together."

AMC has a rich legacy of innovations from introducing the first multiplex theatre to in-theatre dining and amenities for guests with special needs. AMC's core values of excellence and superior service are all directed at an enhanced guest experience.

Signal to Noise is tasked with further enhancing the guest experience through digital channels. "We are thrilled to have AMC join our roster as the first new client since recently launching as Signal to Noise," said Jordan Warren, president and chief executive officer, Signal to Noise. "The company's progressive approach is absolutely what's needed, given the rapid changes in the entertainment industry. AMC recognizes that digital technology can fundamentally change the guest experience and their relationship with AMC. We look forward to helping AMC do just that."

RAPP will focus on developing deeper relationships between AMC and their guests. "AMC is well known for their pioneering leadership in the entertainment space and we're excited to work with them," said Tracey Brown, managing director, RAPP Dallas. "Creating deeper, more meaningful relationships with their guests is about reaching them on an emotional level, well before they enter the theatre and beyond. Innovation and creativity combined with our data and today's technology will be the winning ticket."

The agencies were selected from candidates in a competitive review process.

About AMC Entertainment Inc.

Headquartered in Kansas City, Mo. AMC Entertainment Inc. (www.AMCTheatres.com) 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.

About Signal to Noise

Based in San Francisco, Signal to Noise (www.signaltonoise.com) is a digitally-led, integrated marketing agency, building brands and driving results for major brands like eBay, Nike and AMC. The Signal to Noise name reflects the agency's approach to helping marketers make sense of a rapidly evolving media landscape and build communication programs that resonate. Signal to Noise is a part of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com)

About RAPP

Named to Advertising Age's prestigious A-list in 2009, RAPP (www.rapp.com) is one of the largest direct, digital and data-based marketing services networks in the world. The network is comprised of more than 50 offices in 30 countries, delivering over 40 years' experience in customer acquisition, retention and optimization to its clients. RAPP is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com)

Additional Media Contacts

Signal to Noise
Janice Snook
janice & associates
(650) 400-4448
janicesnook@gmail.com

RAPP
Tara Vetro

(212) 817-6847

Tara.Vetro@rapp.com

MEDIA CONTACT

Justin Scott (816) 480-2548

juscott@amctheatres.com