



AMC Theatres® Announces the Debut of the Enhanced Theatre Experience at AMC Flatiron Crossing 14

See Movies Like Never Before in ETX™ at AMC Flatiron Crossing 14 in Broomfield, Colo.

Kansas City, Mo. (March 4, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, announces that guests are now able to see movies like never before when the **AMC Enhanced Theatre Experience (ETX)** opens with "RANGO" at AMC Flatiron Crossing 14 in Broomfield, Colo. Today.

ETX includes a 20-percent larger screen, 3D technology, digital projection and an upgraded sound system. Specifically, the digital projection system produces images at a higher resolution than HD and there are nearly twice as many audio channels compared to typical auditoriums. As a result of this improved experience, guests will not simply watch a movie. They will live it in ETX.

"We are proud to offer our ETX concept at one of our flagship theatres," said John McDonald, executive vice president, U.S. operations "With the upgraded screen and sound system, in addition to the premium viewing experience digital cinema offers, we believe our guests at AMC Flatiron Crossing 14 will walk away with a new perception of how movies should be delivered."

AMC Flatiron Crossing 14 is one of 12 ETX auditoriums across AMC's circuit. In addition to AMC Flatiron Crossing 14, AMC currently offers moviegoers the option of seeing a movie in ETX at:

- AMC Aventura 24 (Miami)
- AMC Ontario Mills 30 (Ontario, Calif.)
- AMC Empire 25 (New York City)
- AMC BarryWoods 24 (Kansas City, Mo.)
- AMC Downtown Disney 24 (Orlando)
- AMC Burbank 16 & AMC Century City 15 (LA)
- AMC Northpark 15 (Dallas)
- AMC Metreon 16 (San Francisco)
- AMC Forum 22 (Montreal, Quebec)
- AMC Yonge & Dundas 24 (Toronto, Ontario)

Two more ETX auditoriums are scheduled to open soon at AMC Tysons Corner 16 (Washington, D.C.) and AMC 30 at The Block (West Orange, Calif.).

ETX is just one of several ways guests can experience movies and other content at AMC Theatres. ETX represents a different level of sight and sound technology and provides guests an enjoyable out-of-home entertainment experience. Movies shown in this new high-tech, state-of-the-art ETX auditorium will cost between \$3 to \$4 more depending on the title and format. For more information, please visit www.AMCTheatres.com/etx.

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 361 theatres with 5,203 screens in five countries. www.AMCTheatres.com.

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