



## AMC Entertainment® to Offer 'Loads' Just in Time for the Holidays

### AMC's Gift Cards Now Reloadable Up to \$100

**Kansas City, Mo.** (Dec. 11, 2009) - AMC Entertainment Inc. (AMC), a leading theatrical exhibition and entertainment company, today announced a new reloadable feature on one of its most popular items, ensuring AMC's gift cards are truly the gift that keeps on giving the whole year.

"The reload element follows a history of innovation from AMC, enabling our guests the convenience of having their gift card ready to use, and is the perfect gift for that special anyone," said Scott Wall, vice president, national sales, AMC. "It is also a great budgeting tool for parents to use with their children and allows guests to stay 'green' by reusing the same card."

Card-holders have two options in which to take advantage of this benefit:

- One-time Reload: Guests can load a gift card one time for any dollar value between \$5 - \$100.
- Auto Reload: Guests may to choose a dollar value between \$5 - \$100 to be automatically loaded onto their AMC gift card on the same day every month.



AMC gift cards are good for both movies and concessions, and are reloadable in any U.S. theatre or online at [www.amcentertainment.com](http://www.amcentertainment.com) by selecting "Gift Cards & Merchandise" and then "Reload AMC Gift Card." Reloads will be active within 48 hours of each request.



AMC was first in the theatre industry to launch circuit-wide gift cards in 2002, as well as the first to introduce personalized gift cards in 2008.

#### **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 304 theatres with 4,574 screens in five countries.  
[www.amcentertainment.com](http://www.amcentertainment.com).

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