



AMC THEATRES® BRINGS MACGUFFINS BAR TO AMC LENNOX TOWN CENTER 24

Beginning March 9, Guests at AMC Lennox Town Center 24 Can Enjoy a Beer, Cocktail or Glass of Wine with Their Movie

Kansas City, Mo. (March 7, 2012) - AMC Theatres® (AMC) is proud to announce **AMC Lennox Town Center 24** as the latest location in the AMC circuit to offer its guests the option to enjoy a beer, cocktail or glass of wine as they watch their movie. The **MacGuffins®** bar, which opens March 9, is in response to interest from guests in the Columbus, Ohio area, and part of AMC's overall initiative to expand the food and drink options at its locations nationwide.

Named after a term coined by famed filmmaker Alfred Hitchcock, MacGuffins features a variety of beer, wine and cocktails, including frozen and specialty drinks. The bar is perfect for guests at least 21 years old to meet before the show, or gather after the movie to recap what they saw while enjoying a drink. Guests with a photo ID can also order their drink at the bar area and bring it into their auditorium to enjoy as they watch their film.

"We're always looking to provide additional options to our guests and we've received tremendous feedback where this concept is in place," said George Patterson, senior vice president of Food and Beverage at AMC Theatres. "With the MacGuffins bar, not only can guests enjoy a drink as they watch the movie, it also gives them a great place to relax before or after their show."

For more information about the theatre or to order tickets, visit amctheatres.com/lennox.

About AMC Theatres

AMC Theatres delivers distinctive and affordable movie-going experiences in 347 theatres with 5,048 screens across the United States and Canada. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. AMCTheatres.com.

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