AMC Theatres® Offers ETX™, an Enhanced Theatre Experience for Guests in Florida

See Movies Like Never Before at AMC Aventura 24

Kansas City, Mo. (Sept. 17, 2010) - 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 "THE TOWN" today at AMC Aventura 24 in Aventura, Fla.

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 to our guests in Florida," 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 Aventura 24 will walk away with a new perception of how movies should be delivered."

AMC Aventura is one of 11 ETX auditoriums across AMC's circuit. In addition to AMC Aventura 24, AMC currently offers moviegoers the option of seeing a movie in ETX at AMC Ontario Mills 30 (Ontario, Calif.); AMC Empire 25 (New York City); AMC BarryWoods 24 (Kansas City, Mo.); AMC Pleasure Island 24 (Orlando); AMC Burbank 16, AMC Century City 15 (Los Angeles); AMC Northpark 15 (Dallas); AMC Metreon 16 (San Francisco); AMC Forum 22 (Montreal, Quebec) and AMC Yonge & Dundas 24 (Toronto, Ontario).

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 $2 to $4 more depending on title and format. For more information, please visit www.AMCTheatres.com.

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.

MEDIA CONTACT
Justin Scott
(816) 480-2548
juscott@amctheatres.com