This Weekend: AMC Theatres® Presents First Five 'Best Picture' Films

AMC Best Picture Showcase℠ Starts Saturday, Feb. 27 at Participating Theatres

WHO: **AMC Theatres®** (AMC) to offer guests the rare opportunity to experience the 10 films nominated by the Academy of Motion Picture Arts and Sciences for "Best Picture."

WHAT: AMC Best Picture Showcase offers moviegoers the chance to see all 10 Oscar®- nominated "Best Picture" films back-to-back throughout the day during consecutive weekends. AMC is also offering a **new 24-hour marathon** of all 10 films nominated for "Best Picture" in five select markets beginning at 12:01 a.m. Saturday, March 6: Chicago (AMC River East 21), Los Angeles (AMC 30 at the Block), New York (AMC Empire 25), Toronto (AMC Whitby 24) and Washington, D.C. (AMC Georgetown 14).

WHEN: **Saturday, Feb. 27, 2010 & Saturday, March 6, 2010**
Media are invited to interview guests during breaks before and after each film. Media are pre-approved to be at our theatres for this promotion, but please ask for the manager on duty upon your arrival.**No interviews or taping will be permitted inside the auditoriums.**

WHERE: 90 AMC theatres in 46 markets; please visit ***AMCEntertainment.com/BPS*** for show schedules and theatre locations

Guests can choose from the following purchase options:
Two-Day Pass (includes all 10 films on Feb. 27 and March 6)

- $60: Online price available at AMCEntertainment.com/BPS (Discount available at participating box offices only)
- $50: Box office bundled discount price available only at participating AMC Best Picture Showcase theatres
- $40: MovieWatcher® member price available only at participating AMC Best Picture Showcase theatre box offices

One-Day Pass (includes five films on Feb. 27 **OR** March 6)

- $30: Online and box office price available either at AMCEntertainment.com/BPS or at participating theatres
- $25: MovieWatcher member price available only at participating AMC Best Picture Showcase theatre box offices

24-Hour Marathon Pass (includes all 10 films beginning March 6 at 12:01 a.m. in select markets)

- $45: Online and box office price available either at AMCEntertainment.com/BPS or at participating theatres

As in previous years, with the purchase of a pass, attendees receive **a large popcorn with unlimited refills** and a **souvenir lanyard**, featuring artwork from the films and giving guests the freedom to come and go throughout the event.

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 299 theatres with 4,528 screens in five countries. www.AMCEntertainment.com.

Oscar® is the registered trademark and service mark of the Academy of Motion Picture Arts and Sciences.

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