



AMC Theatres[®] Offers ETX[™], an Enhanced Theatre Experience for Guests in Canada

See Movies Like Never Before at AMC Forum 22 in Montreal, Quebec

Kansas City (June 17, 2010) - AMC Theatres[®] (AMC), a leading theatrical exhibition and entertainment company, announces that guests will be able to see movies like never before when the **AMC Enhanced Theatre Experience (ETX[™])** opens with "TOY STORY 3" on Friday, June 18 at AMC Forum 22 in Montreal, Quebec.

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 our theatre in Montreal," said Mark McDonald, executive vice president, global development. "With the upgraded screen and sound system, in addition to the premium viewing experience digital cinema offers, we believe our guests at AMC Forum 22 will walk away with a new perception of how movies should be delivered."

AMC Forum 22 is the second AMC theatre in Canada to offer ETX to its guests and one of seven ETX auditoriums across its circuit. In addition to the AMC Forum 22, AMC currently offers moviegoers the option of seeing a movie in ETX at AMC Yonge & Dundas 24 (Toronto, Ontario); AMC Pleasure Island 24 (Orlando); AMC Burbank 16, AMC Century City 15 (Los Angeles); AMC Northpark 15 (Dallas); and AMC Metreon 16 (San Francisco). Two more ETX auditoriums are scheduled to open at AMC Empire 25 and AMC Lincoln Square 13 (New York) this summer.

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. The new high-tech, state-of-the-art ETX auditorium will feature "TOY STORY 3" on Friday, June 18. Movies shown in this 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