



China Lion Film Distribution Inks Exclusive Deal With AMC Entertainment To Introduce Chinese Films to North America

AFTERSHOCK Will Be the First Film in the Line Up

Los Angeles (Oct. 12, 2010) – China Lion Film Distribution Inc (China Lion) announces today an exclusive partnership with AMC Entertainment Inc. (AMC), a leading theatrical exhibition and entertainment company, to introduce mainstream Chinese movies in the United States and select Canadian provinces.

China Lion is a joint venture between president and majority shareholder, China-based Jiang Yanming and New Zealand-based Incubate, Milt Barlow's company. Barlow acts as CEO of China Lion. Yanming has operated in the motion picture business in China for more than 30 years and is a founder of Technicolor Beijing as well as a veteran Chinese producer. Barlow is a 25-year veteran of distribution in Australia and New Zealand and served as CEO of Village Roadshow Entertainment in Australia for, more than a decade.

movies in Australia and New Zealand for EVENT Cinemas. New Zealand was the first territory outside Asia to reintroduce mainstream Chinese and other Asian movies to a theatrical audience. To date, EVENT has screened more than 30 Chinese films at its multiplex locations and 'Cinema Asia' is now a regular programming feature.

This deal will see China Lion supply up to 15 films per year exclusively to AMC in the United States and to AMC in Toronto and Ottawa. In most cases, all the films will release day-and-date with China. The exclusive arrangement with AMC will begin on Oct. 29 with the release of the Chinese mega-hit, AFTERSHOCK. The film has grossed \$100 million (USD) in China domestically, making it the biggest local film in Chinese box office history. China has just announced that the film will be its official selection for Best Foreign Language Film at the 2010 Oscars.

AMC will play the film on 23 screens in key markets with a large Chinese demographic, namely New York, Los Angeles, Chicago, San Francisco, Washington D.C. , Houston, Boston, Seattle, Toronto and Ottawa. Release schedules are being finalized for the rest of 2010 and early 2011, with China Lion expected to announce significant acquisitions at this year's America Film Market, which opens Nov. 3.

CEO Barlow said, "We are delighted to partner with such a U.S. theatrical powerhouse as AMC. After a long absence, Chinese, Asian and European audiences will have access to the very best of Chinese theatrical releases in most cases screening day and date with China. We are honored that major Chinese producer Huayi Bros have placed their faith in us to present director Feng Xiaogang's epic story of the 1976 Tangshan earthquake. While our core target audience will be the 2 million plus Chinese residents in our primary screening markets I believe these films will quickly find accord with mainstream American audiences. Throughout the last few years in Australia and New Zealand many of these pictures have been the No. 1 or No. 2 picture in the opening week at the multiplexes where they have screened and we expect the same profile in North America."

AMC President of Programming Robert J. Lenihan said, "We are excited to be the exclusive primary partner with Milt and his team at China Lion. For AMC this is another step in embracing ethnic programming in the United States. We have enjoyed great success over the past few years with Bollywood programming for the Indian community, our recently announced incentives in supporting Latino programming we believe will be very successful and with the huge Chinese and wider Asian audience in the United States and Canada we have again become the leader in providing a diverse range of cinema experience at AMC. The quality of product coming from China is exceptional and Milt has demonstrated in Australia and New Zealand, throughout the past few years that 'if you screen it they will come.' The Chinese and wider Asian audience compared to Australian and New Zealand is of course much larger than those countries and we expect to transport Milt's success and expertise in Chinese programming very quickly. While we have chosen key cities for Chinese programming we will look to expand cities where there is a demand."

Attached Photo Captions

Left: Milt Barlow, CEO China Lion Film Distribution Inc
Right: Robert J. Lenihan, AMC President of Programming

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 382 theatres with 5,342 screens in five countries. www.AMCTheatres.com.

About AFTERSHOCK

Adapted from Zhang Ling's novel AFTERSHOCK, the Feng Xiaogang-directed movie of the same name tells the story of a family torn apart by the 1976 Tangshan earthquake that killed at least 240,000. When both her son and daughter are stuck beneath the same cement slab, Yuan Ni must choose whom to save. Her agonizing decision would shape the fate of her family for 32 years to come. The movie is the highest grossing domestic film ever in China. A trailer for Aftershock can be found here: http://www.youtube.com/watch?v=6_QML6RdN0E&feature=related

The film has often been described as a 'Chinese *Sophies Choice* by Western media.

AMC Theatres Screening AFTERSHOCK

New York: Village 7 / Jersey Gardens 20 / Bay Terrace 6

Los Angeles: Atlantic Times Square 14 / Puente Hills 20 / Santa Anita 16 / Tustin 14

San Francisco: Cupertino Square 16 / Bay Street 16 / Van Ness 14

Houston: Studio 30 / Willowbrook 24

Chicago: Piper Alley 4 / Streets of Woodfield 20 / Village Crossing 18

Washington DC: Georgetown 14 / Hoffman 22 / Rio Cinemas 18

Boston: Boston Common 19

Toronto: Yonge & Dundas 24 / Winston Churchill 24 / Kennedy Commons 20

Ottawa: Kanata 24

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