



AMC Theatres Will Not Participate In MoviePass Program Beta Test

Beta test for program to launch in San Francisco included AMC without company's consent

Kansas City, Mo. (June 30, 2011) - AMC Theatres® (AMC), a leading theatrical exhibition and entertainment company, today announced it will not participate in the beta test of MoviePass, an initiative launching this weekend in the San Francisco area.

"Plans for this program were developed without AMC's knowledge or input," said Stephen Colanero, chief marketing officer at AMC Theatres. "As MoviePass is currently designed, it does not integrate well into our programs and could create significant guest experience issues."

Some concerns with the program include AMC Stubs members' ability to receive credit when purchasing a MoviePass. AMC Stubs, the company's rewards program, was rolled out in April 2011 and rewards participants for ticket and concessions purchases.

"As MoviePass was created without AMC's input and testing, we cannot confidently say the guest experience would be positive for our guests and specifically our AMC Stubs members," said Colanero. "We were surprised to see the press release and subsequent press coverage of MoviePass earlier this week as it included several of our San Francisco locations. It was news to us to see that we were participants and we will be communicating to those theatres they are not to accept MoviePass."

For more information about AMC Theatres, please visit www.AMCTheatres.com.

About AMC Entertainment Inc.

AMC Entertainment Inc. delivers distinctive and affordable movie-going experiences in 360 theatres with 5,128 screens across the United States and Canada. The company operates 24 of the 50 highest grossing theatres in the country, including the top three. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. www.AMCTheatres.com.

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