



Regal Entertainment Group Offers Harry Potter and the Half-Blood Prince: An IMAX 3D Experience at 40 locations

Advance tickets on sale now

Knoxville, Tennessee - July 23, 2009 - Regal Entertainment Group (NYSE: RGC), a leading motion picture exhibitor owning and operating the largest theatre circuit in the United States, announced today that tickets are on sale for *Harry Potter and the Half-Blood Prince: An IMAX 3D Experience*. Utilizing IMAX's revolutionary live action 2D to 3D conversion technology, the opening sequence, approximately 12 minutes, has been transformed into IMAX® 3D for a truly magical beginning. The movie opens Wednesday July 29 at a total of 40 Regal Entertainment Group IMAX theatres across the country. The first IMAX 3D shows begin shortly after midnight.

"*Harry Potter and the Half Blood Prince* debuts in our IMAX theatres featuring selected magical sequences in IMAX 3D. The newest Harry Potter movie has captured the attention of millions, and we are certain the IMAX presentation will enhance the experience," stated Dick Westerling, Senior Vice President of Marketing and Advertising for Regal Entertainment Group. "Whether seeing Harry Potter for the first time, or seeing it again in IMAX, fans will definitely enjoy the immersive images and impressive sound of the IMAX Experience."

Experience the explosive 3D opening only in IMAX! The IMAX Experience® features crystal clear images, laser-aligned digital sound and a maximized field of view. In the sixth installment of the *Harry Potter* series, the Death Eaters are wreaking havoc in both the Muggle and wizarding worlds and Hogwarts is no longer the safe haven it once was. Harry suspects that dangers may lie within the castle, but Dumbledore is more intent upon preparing him for the final battle that he knows is fast approaching. He needs Harry to help him uncover a vital key to unlocking Voldemort's defenses, critical information known only to Hogwarts' former Potions Professor, Horace Slughorn. Meanwhile, the students are under attack from a very different adversary as teenage hormones rage across the ramparts. Love is in the air, but tragedy lies ahead and Hogwarts may never be the same again. *Harry Potter and the Half-Blood Prince* is rated PG for scary images, some violence, language and mild sensuality.

Harry Potter themed gift cards are exclusively available at Regal, Edwards & United Artists theatres and online at REGmovies.com. Tickets are now on sale for Warner Bros' *Harry Potter and the Half-Blood Prince: An IMAX 3D Experience* at these Regal Entertainment Group IMAX theatres, listed by market:

Albany, NY

Regal Crossgates Stadium 18 & IMAX

Atlanta, GA

Regal Mall of Georgia Stadium 20 & IMAX

Augusta, GA

Regal Augusta Exchange Stadium 20 & IMAX

Boise, ID

Edwards Boise Stadium 22 & IMAX

Buffalo, NY

Regal Transit Center Stadium 18 & IMAX

Charlotte, NC

Regal Stonecrest Stadium 22 & IMAX

Chicago, IL

Regal Lincolnshire Stadium 21 & IMAX

Denver, CO

UA Colorado Center Stadium 9 & IMAX

Fresno, CA

Edwards Fresno Stadium 22 & IMAX

Ft Myers, FL

Regal Gulf Coast Town Ctr Stadium 16 & IMAX

Honolulu, HI

Regal Dole Cannery Stadium 18 & IMAX

Houston, TX

Edwards Houston Marq*E Stadium 23 & IMAX

Knoxville, TN

Regal Pinnacle Stadium 18 & IMAX

Las Vegas, NV

Regal Red Rock Stadium 16 & IMAX

Regal Sunset Station Stadium 13 & IMAX

Regal Aliante Stadium 16 & IMAX

Los Angeles, CA

Edwards Irvine Spectrum Stadium 21 & IMAX

Edwards Camarillo Stadium 12 & IMAX

Edwards Ontario Palace Stadium 22 & IMAX

Edwards Aliso Viejo Stadium 20 & IMAX

Edwards Long Beach Stadium 26 & IMAX

Edwards South Gate Stadium 20 & IMAX

Regal Civic Center Stadium 16 & IMAX

Nashville, TN

Regal Opry Mills Stadium 20 & IMAX

New York City, NY

Regal New Roc City Stadium 18 & IMAX

Regal Deer Park Stadium 16 & IMAX

UA Sheepshead Bay Stadium 14 & IMAX

Orlando, FL

Regal Waterford Lakes Stadium 20 & IMAX

Regal Pointe Orlando Stadium 20 & IMAX

Philadelphia, PA

UA King of Prussia Stadium 16 & IMAX

Portland, OR

Regal Bridgeport Village Stadium 18 & IMAX

Richmond, VA

Regal Commonwealth Stadium 20 & IMAX

Sacramento, CA

Regal El Dorado Hills Stadium 14 & IMAX

Regal City Centre Stadium 16 & IMAX

Edwards Fairfield Stadium 16 & IMAX

San Diego, CA

Edwards Mira Mesa Stadium 18 & IMAX

Regal Escondido Stadium 16 & IMAX

San Francisco, CA

Regal Hacienda Crossings Stadium 20 & IMAX

Seattle, WA

Regal Martin Village Stadium 16 & IMAX

Regal Thornton Place Stadium 14 & IMAX

Visit www.REGmovies.com for updated information, showtimes and to purchase tickets online.

About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) is the largest motion picture exhibitor in the United States. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,778 screens in 549 locations in 39 states and the District of Columbia. Regal operates theatres in all of the top 32 and 44 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations.

Additional information is available on the Company's Web site at www.REGmovies.com.

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