



## Regal Entertainment Group Announces Grand Opening Details for River Ridge Stadium 14

Knoxville, Tennessee - September 28, 2009 - Regal Entertainment Group (NYSE: RGC), a leading motion picture exhibitor owning and operating the largest theatre circuit in the United States, today announced grand opening details for the new Regal Cinemas in Lynchburg, Virginia. River Ridge Stadium 14 will host preview events with \$1 movies for three full days to benefit local charities. The cinema's official grand opening will be Friday, October 9 with feature films including *Couple's Retreat*, *Invention of Lying* and *Toy Story 1 & 2* double feature in 3D. Moviegoers will enjoy free popcorn and free soft drinks with each paid admission October 9 - 15.

"River Ridge Stadium 14 will be a state-of-the art entertainment destination for Lynchburg-area moviegoers. River Ridge Mall is certainly a popular location and the new Regal Cinemas will be a terrific addition to the regional shopping center," stated Dick Westerling, Regal Entertainment Group Senior Vice President of Marketing and Advertising. "We are excited to offer patrons their first opportunity to view the new theatre during our preview events featuring \$1 movies, popcorn and soft drinks with all proceeds benefitting local charities."

The new facility is modern in every way, equipped with RealD® 3D to provide true-to-life 3D. RealD is a new generation of digital 3D, giving moviegoers a stunningly realistic movie experience that engages the imagination, activates the senses and invites the audience not only to watch a film, but also step inside the story. Upcoming digital 3D movies include *Christmas Carol* (11/6/09) and *Avatar* (12/18/09).

The 14 screen theatre covers approximately 57,000 square feet and includes more than 2,400 seats. Moviegoers will enjoy stadium seating, with each row elevated for an unobstructed view, and high-back rocking chairs feature cupholder armrests which move out of the way to form seats for two. Everyone is invited to enjoy this new entertainment destination on Monday, October 5; Tuesday, October 6; and Wednesday, October 7. These preview events will feature \$1 movies, \$1 popcorn and \$1 soft drinks with proceeds benefitting local charities. [REGmovies.com/grand-openings](http://REGmovies.com/grand-openings)

**PREVIEW EVENTS** - \$1 Movies, \$1 Popcorn, \$1 Soft Drinks

**Monday, October 5: "Family Day at Regal"**

Sponsored by Lynchburg News & Advance  
Proceeds to benefit Boys & Girls Club of Greater Lynchburg

**Tuesday, October 6: "Regal to the Rescue"**

Sponsored by CBS-7 WDBJ  
Proceeds to benefit Blue Ridge Emergency Medical Services

**Wednesday, October 7: "Regal Salutes Our Soldiers"**

Sponsored by Clear Channel Radio Group and NBC-10 WSLs  
Proceeds to benefit LU Students Behind Our Soldiers

**Monday 10/5, Tuesday 10/6 & Wednesday 10/7**

<b>DISTRICT 9</b>	R	1:15 PM	4:40 PM	8:10 PM	10:45 PM
<b>HARRY POTTER AND THE HALF-BLOOD PRINCE</b>	PG-13	12:15 PM	3:50 PM	6:40 PM	9:25 PM
<b>ICE AGE: DAWN OF THE DINOSAURS</b>	PG	1:25 PM	4:30 PM	7:00 PM	9:30 PM
<b>JULIE AND JULIA</b>	PG-13	12:05 PM	3:20 PM	7:20 PM	10:20 PM
<b>PONYO</b>	G	11:55 AM	3:10 PM	6:50 PM	9:15 PM
<b>THE PROPOSAL</b>	PG-13	12:25 PM	4:00 PM	7:30 PM	10:10 PM
<b>SHORTS</b>	PG	1:05 PM	3:40 PM	7:50 PM	10:00 PM
<b>STAR TREK</b>	PG-13	12:45 PM	4:20 PM	7:40 PM	10:30 PM
<b>THE TIME TRAVELER'S WIFE</b>	PG-13	12:55 PM	3:30 PM	8:00 PM	10:35 PM
<b>UGLY TRUTH</b>	R		6:00 PM	8:20 PM	10:40 PM
<b>UP 3D</b>	PG	12:35 PM	4:10 PM	7:10 PM	9:40 PM

**Monday 10/5 Only "Family Day at Regal"**

<b>G - FORCE</b>	PG	11:35 AM	4:15 PM	6:30 PM	8:40 PM
<b>HANNAH MONTANA: THE MOVIE</b>	G	11:25 AM	2:40 PM	6:20 PM	8:50 PM
<b>HOTEL FOR DOGS</b>	PG	11:45 AM	2:50 PM	6:10 PM	9:00 PM

**Tuesday 10/6 Only "Regal to the Rescue"**

<b>THE DARK KNIGHT</b>	PG-13	11:25 AM	2:40 PM	6:20 PM	9:50 PM
<b>IRON MAN</b>	PG-13	11:45 AM	2:50 PM	6:10 PM	9:05 PM
<b>WATCHMEN</b>	R	11:35 AM	3:00 PM	6:30 PM	9:55 PM

**Wednesday 10/7 Only "Regal Salutes Our Soldiers"**

<b>G. I. JOE</b>	PG-13	11:45 AM	3:35 PM	6:20 PM	9:05 PM
<b>TRANSFORMERS: REVENGE OF THE FALLEN</b>	PG-13	12:00 PM	3:15 PM	6:30 PM	9:50 PM
<b>VALKYRIE</b>	PG-13	11:35 AM	2:55 PM	6:10 PM	8:55 PM

**GRAND OPENING: Friday, October 9**

**Films include:** *Couple's Retreat*, *Invention of Lying* and *Toy Story 1 & 2* double feature in 3D

**The Regal Treatment:** Enjoy free popcorn & soft drink with paid admission October 9 - 15.

**Free T-Shirts:** Receive a free T-shirt with the first 100 tickets sold each day at the box office October 9 - 11.

**Grand Opening Sweepstakes:** Sign-up or use your Regal Crown Club card from October 9 through November 9 for a chance to win a \$2,000 MasterCard Gift Card.

River Ridge Stadium 14 will offer the Regal Crown Club to reward frequent guests. More than 14-million moviegoers have joined this industry-leading loyalty program. Through the Regal Crown Club patrons accumulate credits at the box office and concession stand to earn free popcorn, soft drinks and movies. Free membership is available at the theatre or online.

For added convenience, Regal offers a variety of ticketing options at the box office, tickets by phone at 1-800-FANDANGO, Regal Express automated ticket kiosks and internet ticketing. River Ridge Stadium 14 offers the latest in online purchasing convenience with "Print at Home" ticketing. Through "Print at Home" ticketing, moviegoers log-on, select a movie and showtime, print their ticket instantly from home or work, and then go directly to the ticket taker at the theatre. Regal movie tickets are also available through iPhone or Palm Pre application, mobile web and mobile alerts at: [www.Fandango.com/MobileMovieTickets](http://www.Fandango.com/MobileMovieTickets). Regal River Ridge patrons can receive the theatre's weekly showtime information through a free e-mail service at: [REGmovies.com/REGflix/sub.aspx](http://REGmovies.com/REGflix/sub.aspx).

**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 6,785 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](http://www.REGmovies.com).

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