



Regal Entertainment Group Offers Exclusive Commemorative Souvenir for Michael Jackson's *THIS IS IT*

One million Regal ticket holders will receive a collectible "Backstage Pass"

Knoxville, Tennessee - October 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 one million moviegoers at theatres nationwide will receive a Michael Jackson's *THIS IS IT* commemorative "Backstage Pass" and lanyard.

Tickets for Michael Jackson's *THIS IS IT* are currently on sale at approximately 500 Regal Entertainment Group theatres across the country. The first 2,000 Michael Jackson's *THIS IS IT* moviegoers at each location will receive the replica "Backstage Pass" and lanyard. They will be distributed at the box office and/or guest service desks beginning October 27 when patrons purchase tickets for Michael Jackson's *THIS IS IT* or when they redeem their tickets purchased in advance.

"This souvenir 'Backstage Pass' is only available at Regal Entertainment Group theatres. Thanks to Regal's partnership with Sony, one million moviegoers will enjoy the new film and for no additional cost they can take home this keepsake," stated Dick Westerling, Senior Vice President of Marketing and Advertising for Regal Entertainment Group. "Michael Jackson's *THIS IS IT* will certainly be an exciting worldwide movie event and Regal is pleased to offer fans this limited-edition item to commemorate the occasion."

Michael Jackson's *THIS IS IT* will offer Jackson fans and music lovers worldwide a rare, behind-the-scenes look at the performer as he developed, created and rehearsed for his sold-out concerts that would have taken place beginning this past summer in London's O2 Arena. Covering the months from March through June, 2009, the film is produced with the full support of the Estate of Michael Jackson and drawn from more than 120 hours of behind-the-scenes footage, featuring Jackson rehearsing numerous songs for the show. Audiences will be given a privileged and private look at Jackson as he has never been seen before. In raw and candid detail, Michael Jackson's *THIS IS IT* is the last documentation of Michael Jackson in action, capturing the singer, dancer, filmmaker, architect, creative genius, and great artist at work as he and his collaborators move toward their goals of London, the O2, and history. The film is directed by Kenny Ortega and produced by Randy Phillips, Kenny Ortega, and Paul Gongaware. The film will be distributed worldwide by Sony Pictures Releasing. Michael Jackson's *THIS IS IT* is rated PG for some suggestive choreography and scary images. For updated information including locations, showtimes and to purchase tickets online, visit www.REGmovies.com.

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 6,775 screens in 548 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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