

AMC Entertainment® delivers distinctive and affordable movie-going experiences in 351 theatres with 5,083 screens. The company operates 20 of the 50 highest grossing theatres in the United States and Canada, including six of the top ten. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content.

AMC Company Facts (As of September 29, 2011)

- AMC has interests in 351 theatres with 5,083 screens in 31 states and the District of Columbia and four countries outside the United States
- Hundreds of millions of guests attend AMC theatres each year
- 99% of the company's screens are located in the United States and Canada
- At an average of 14.5 screens per theatre, AMC has the highest screen per theatre count among the major U.S. and Canadian exhibitors — well above the 2009 calendar year industry average of 6.9
- More than 42% (2,170) of AMC's screens have 3D capability and more than 2% (118) of our screens are IMAX® screens
- AMC is in 23 of the top 25 DMAs; #1 or #2 market share in each of the top 15 DMAs
- AMC is headquartered in Kansas City where it has been since its founding in 1920
- AMC employs approximately 18,500 full- and part-time associates

AMC Fun Facts

- The busiest AMC theatre is AMC Empire 25 in New York City, which plays to approximately 2 million guests every year
- The tallest AMC screens are AMC NorthPark 15 (Dallas), AMC Tysons Corner 16 (Washington D.C.), AMC Burbank 16 (Los Angeles) and AMC Downtown Disney 24 (Orlando) at approximately 3.5 stories tall
- California is home to the most AMC theatres in the country with 44 theatres and 649 screens
- AMC screens use more than 700 square miles of screen, nearly double the size of all five boroughs in New York City
- AMC has been seen on hit TV shows such as "The Sopranos," "The Apprentice," "Wheel of Fortune," "The Price is Right" and "The Ellen DeGeneres Show"

AMC Financial Highlights

- The company's fiscal year end is March. Revenues for the 12 months ended September 29, 2011 were \$2.5 billion
- The company is listed on the FORTUNE 1000 and is one of the largest companies in Kansas City
- The company is privately held

AMC Programs

AMC independent® provides the best independent films to our increasingly diverse audience

AMC Dine-In TheatresSM is a new experience that combines the cuisine and cocktails of a restaurant with the fun and excitement of a movie theatre

AMC Stubs™ is an all-new program that we are offering to our guests as a way to reward them for going to AMC theatres. It replaces the previous MovieWatcher® program and provides bigger, better and more exciting benefits than ever before:

- \$10 reward for every \$100 you spend
- Free upgrades on concessions anytime
- Online ticket purchase fees waived
- Access to your online ticket stub collection

AMC Sensory Friendly FilmsSM program provides a special opportunity for families to enjoy their favorite films in a safe and accepting environment

AMC Enhanced Theatre Experience (ETX™) includes a 20-percent larger screen, 3D, digital projection and an upgraded sound system

Silence Is Golden® is a proactive national program aimed at providing a distraction-free entertainment environment inside the auditorium

AMC Key Milestones

AMC has a long history of industry leadership and innovation, and is credited with many of the industry's "firsts."

1920	Founded in Kansas City, Mo.
1963	Opened the first "multiplex" theatre, a twin, in suburban Kansas City, Mo.
1981	Introduced the cupholder armrest
1990	Launched MovieWatcher®, the industry's first guest loyalty program
1995	Opened the first "megaplex", The Grand 24 in Dallas, Texas
1995	Introduced LoveSeat®-style seating
1997	Formed and launched an IPO of Entertainment Properties Trust
2000	Co-founded MovieTickets.com and Fandango, two online ticketing services
2002	Acquired General Cinema
2002	Rolled out the industry's first national gift card program
2003	Launched first branded candy, Clip Gummi Stars®
2004	Launched AMC MovieNachos®
2004	Deployed digital network for pre-show entertainment and alternative content
2005	Co-founded National CineMedia
2006	Acquired Loews, a theatre circuit dating back to 1904
2007	Formed Digital Cinema Implementation Partners
2007	Partnered with IMAX to deploy more than 100 IMAX digital projection systems
2008	Launched Fork & Screen®, an in-theatre dining and entertainment experience
2009	Partnered with Sony and RealD to implement digital and 3D technology
2009	Partnered with Autism Society to create AMC Sensory Friendly Films™
2010	Acquired Kerasotes Theatres
2010	Opened four AMC Dine-In Theatres SM
2011	Launched AMC Stubs™

For More Information

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AMC Community Involvement

AMC is dedicated to giving back to the communities we serve through numerous programs, and we are proud to partner with local and national charity organizations. Nationally, we collaborate with:

- Variety – The Children's Charity
- Will Rogers Motion Picture Pioneers Foundation
- Autism Society

Locally, we support numerous organizations.

Additionally, we're proud stewards of several historic theatres in Kansas City, Mo. including AMC Mainstreet 6 and the Midland by AMC, the latter of which is listed on the National Register of Historic Places.