



REGAL
ENTERTAINMENT
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Regal Entertainment Group Announces Grand Opening Details for Thornton Place Stadium 14 & IMAX

Knoxville, Tennessee – May 8, 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 Seattle, Washington. Thornton Place Stadium 14 & IMAX will host preview events with \$2 movies for three full days to benefit local charities. The cinema’s official grand opening will be Friday, May 22 with first-run features including *Terminator Salvation*, *Dance Flick* and *Night at the Museum: Battle of the Smithsonian: The IMAX Experience*. Moviegoers will enjoy free popcorn and free soft drinks with each paid admission May 22 – 31.

“With the addition of the state-of-the-art Thornton Place Stadium 14 & IMAX, Regal will operate 23 theatres with 251 screens in the Seattle market. Our newest theatre will offer premium experiences such as IMAX and 3D presentations just in time for the exciting summer movie season,” stated Dick Westerling, Regal Entertainment Group Senior Vice President of Marketing and Advertising. “Regal Thornton Place will be certain to impress our moviegoers and it will become a terrific addition to the many retail and dining options nearby.”

Regal Thornton Place Stadium 14 will feature a new IMAX® theatre utilizing a specially-designed screen that is slightly curved and moved forward to immerse the audience. The IMAX Experience® is further enhanced by a crystal-clear digital surround sound system. Regal’s IMAX theatre will also offer IMAX 3D® when filmmakers choose to integrate 3D images into their movies. Future IMAX releases include: *Transformers: Revenge of the Fallen* (6/24) and *Harry Potter and the Half-Blood Prince* (7/15).

The new theatre 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: Disney-Pixar’s *Up* (5/29), *Ice Age: Dawn of the Dinosaurs* (7/1) and Disney’s *G-Force* (7/24).

The 14 screen theatre covers approximately 73,000 square feet and includes nearly 3,000 seats. Moviegoers will enjoy stadium seating, with each row elevated for an unobstructed view, and high-back rocking chairs featuring cupholder armrests which move out of the way to form seats for two.

The new Regal Cinemas is located in the Thornton Place mixed-use development in Seattle's Northgate neighborhood. In addition to the theatre, the development offers a vibrant, pedestrian friendly neighborhood with 50,000 square feet of retail and restaurants, more than 500 total residences, public transit access, walking paths and nearly three acres of green space around a new exposed waterway. Thornton Place is situated on a five-acre site off I-5 and Northgate Way, just south of Northgate Mall. A three-level, underground parking garage covers the entire footprint of the development. Parking is free and theatre access is convenient from the garage entrance located at 103rd Street and 3rd Avenue.

Everyone is invited to enjoy this new entertainment destination on Monday, May 18; Tuesday, May 19; and Wednesday, May 20. These preview events will feature \$2 movies, \$2 popcorn and \$2 soft drinks with proceeds benefiting local charities. Details are available at www.REGmovies.com/grand-openings and moviegoers can follow the Thornton Place Twitter for additional updates and information, <http://twitter.com/ThorntonPlace>.

PREVIEW EVENTS

\$2 Movies, \$2 Popcorn, \$2 Soft Drinks

Monday, May 18: "Read It and See It at Regal"

Sponsored by Seattle Times

Proceeds to benefit Newspapers in Education

Tuesday, May 19: "Race to Regal Day"

Sponsored by MOViN 92.5 FM

Proceeds to benefit MOViN 92.5 Race for the Cure Team

Wednesday, May 20: "KING 5 Family Day at Regal"

Sponsored by KING 5 NBC

Proceeds to benefit Communities in Schools

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Movies & Showtimes

Monday 5/18, Tuesday 5/19 & Wednesday 5/20

Bride Wars	PG	12:55 PM	4:00 PM	7:05 PM	9:30 PM
DIGITAL 3D: Coraline	PG	12:25 PM	3:30 PM	6:35 PM	8:55 PM
He's Just Not That Into You	PG-13	12:45 PM	3:50 PM	6:55 PM	9:55 PM
Horton Hears a Who	G	1:25 PM	4:30 PM	7:35 PM	9:40 PM
IMAX Experience: Dark Knight	PG-13	12:10 PM	3:15 PM	6:20 PM	9:25 PM
Marley & Me	PG	1:05 PM	4:10 PM	7:15 PM	10:10 PM
New in Town	PG-13	1:45 PM	4:50 PM	7:55 PM	10:25 PM
Paul Blart: Mall Cop	PG	1:35 PM	4:40 PM	7:45 PM	10:30 PM
Pink Panther 2	PG	1:50 PM	4:55 PM	8:00 PM	10:20 PM
Seven Pounds	PG-13	11:55 AM	3:00 PM	6:05 PM	9:10 PM
Twilight	PG-13	12:35 PM	3:40 PM	6:45 PM	9:45 PM

Monday 5/18 Only "Read It and See It at Regal"

Inkheart	PG	12:15 PM	3:20 PM	6:25 PM	9:15 PM
Nim's Island	PG	12:00 PM	3:05 PM	6:10 PM	9:00 PM
Yes Man	PG-13	1:15 PM	4:20 PM	7:25 PM	10:05 PM

Tuesday 5/19 Only "Race to Regal Day"

Friday Night Lights	PG-13	12:00 PM	3:05 PM	6:10 PM	9:00 PM
Rocky	PG	1:15 PM	4:20 PM	7:25 PM	10:05 PM
The Express	PG	12:15 PM	3:20 PM	6:25 PM	9:15 PM

Wednesday 5/20 Only "KING 5 Family Day at Regal"

Alvin & the Chipmunks	PG	1:15 PM	4:20 PM	7:25 PM	10:05 PM
Daddy Day Camp	PG	12:00 PM	3:05 PM	6:10 PM	9:00 PM
Surf's Up	PG	12:15 PM	3:20 PM	6:25 PM	9:15 PM

GRAND OPENING: Friday, May 22

First-run films including: *Terminator Salvation* and *Dance Flick*.

The IMAX Experience: Featuring *Night at the Museum: Battle of the Smithsonian* in IMAX digital projection.

The Regal Treatment: Enjoy free popcorn & soft drink with paid admission May 22 – 31.

Free T-Shirts: Receive a free T-shirt with the first 100 tickets sold each day at the box office May 22 – 24.

Grand Opening Sweepstakes: Sign-up or use your Regal Crown Club card from May 22 through June 30 for a chance to win a \$2,000 MasterCard Gift Card.

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Thornton Place Stadium 14 & IMAX will also 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. Thornton Place Stadium 14 & IMAX 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 application, mobile web and mobile alerts at: www.Fandango.com/MobileMovieTickets. Regal Thornton Place patrons can receive the theatre’s weekly showtime information through a free e-mail service at: REGmovies.com/REGflix/sub.aspx.

About Regal Entertainment Group:

Regal Entertainment Group (NYSE: RGC) is the largest motion picture exhibitor in the world. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,773 screens in 549 locations in 39 states and the District of Columbia. Regal operates theatres in all of the top 33 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.

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