

**NBC & CHEVROLET PARTNER TO LAUNCH
"CARAVAN TO ATHENS" OLYMPIC MINI-MOVIE IN REGAL ENTERTAINMENT
GROUP THEATRES BEGINNING JULY 2**

U.S. Olympians, Chevrolet Vehicles Play Starring Role

NEW YORK – July 1, 2004 – "Caravan to Athens," an NBC Olympics mini-movie starring five likely U.S. Olympians and four Chevrolet vehicles, premieres nationwide in Regal Entertainment Group (REG, NYSE:RGC) Theatres on Friday, July 2, 2004. "Caravan" will run during the month of July on more than 5,000 screens in 415 Regal Cinemas, United Artists Theatres and Edwards Theatres encompassing 46 of the top 50 U.S. markets. The joint announcement was made today by John Miller, Chief Marketing Officer, NBC Universal Television Group, Gary Zenkel, Executive Vice President, NBC Olympics and Kim Kosak, Chevrolet's General Director of Advertising and Sales Promotions.

Through the use of dramatized stunts, "Caravan" showcases the athletic prowess of five likely Olympians on their way to Athens for the 2004 Summer Olympics: Swimmer Natalie Coughlin, long-jumper Dwight Phillips, weightlifter Shane Hamman, gymnast Paul Hamm and sprinter Tyree Washington. Their transportation to Athens is provided by four Chevrolets vehicles: Corvette, Malibu, SSR and Silverado.

"This is a great project for us on several fronts," said Miller. "It brings the Games to the big screen – premiering on the traditionally huge holiday weekend – where we will reach the valuable young demographic with creative that showcases the Olympians as the true action-adventure stars of the summer."

"And it is a partnership project with General Motors, one of our most important Olympics sponsors. The mini-movie organically integrates their vehicles into our marketing strategy, serving both brands with impact."

Kosak said: "We are in the midst of a product revolution at Chevrolet, introducing 10 new products in 20 months. The partnership with the Olympics and the appearance of some of these new vehicles in the mini-movie is a great way to show the world what's happening at Chevrolet."

"Caravan to Athens" was produced by The NBC Agency in partnership with the NBC Olympics marketing group and features the song, "C'mon," by the Von Bondies from their "Pawn Shoppe Heart" release on Sire Records. With a running time of 2:30, "Caravan" is the centerpiece of an in-theatre program, which will also include popcorn bags, ceiling dangles, and more, all designed with an Athens Olympics theme.

"This terrific vignette featuring several of the best U.S. Olympic hopefuls is a great example of branded entertainment that can breakthrough and emotionally move an audience," said Cliff Marks, president, marketing and sales, Regal CineMedia, the media subsidiary of REG. "This outstanding, made-for-cinema short film showcasing larger-than-life athletes on Regal's larger-than-life movie screens is the type of distinctive, entertaining content we like to exclusively screen for our early arriving patrons during our pre-feature program, *The Twenty*."

The Regal in-theatre campaign is one element of the strategic marketing plan for NBC's unprecedented, 1,210 total hours of around-the-clock coverage of the Athens Olympics (Aug. 13-29) on NBC, MSNBC, CNBC, USA, Bravo, Telemundo and NBC HDTV.

"The partnerships with Chevrolet and Regal are key components of our overall Olympic marketing strategy," Zenkel said. "We're complementing aggressive promotion across all NBC Universal platforms with strategic grassroots and off-channel marketing efforts designed to reach young viewers."

About The NBC Agency

The NBC Agency, founded in November 1999, is a multi-award winning advertising team that made "Must See TV" a household slogan and reinforced the term "appointment television" for NBC programming. It is a unique, full-service advertising agency servicing the advertising and promotional needs of all NBC Universal-owned entities, which include entertainment, news, sports and corporate divisions of NBC as well as the cable, Internet and syndicated properties and brands that the company owns or holds an equity interest in, such as CNBC, MSNBC and MSNBC.com, Bravo, USA, Sci Fi, Trio, Telemundo and NBC-Universal Television Distribution.

About Regal CineMedia

Regal CineMedia is a wholly owned subsidiary of Regal Entertainment Group (NYSE: RGC), the largest motion picture exhibitor in the world, focusing on the expansion and development of advertising and new uses for Regal's theatre assets, while at the same time enhancing the movie-going experience. Regal CineMedia operates other divisions that focus on meetings and special productions in a theatre environment, including the presentation of entertainment, educational and sports events, as well as the sale of group tickets and gift certificates.

Additional information is available at www.REGmovies.com or www.regalcinemedia.com.

About Chevrolet

Chevrolet is a division of General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employing about 325,000 people globally. Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries and its vehicles are sold in 192 countries. In 2003, GM sold nearly 8.6 million cars and trucks, about 15 percent of the global vehicle market. GM's global headquarters are at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's corporate website at www.gm.com.