

**SONY PICTURES ENTERTAINMENT AND  
REGAL ENTERTAINMENT GROUP'S  
MEDIA SUBSIDIARY ESTABLISH INTEGRATED MARKETING  
PARTNERSHIP**

New Alliance Provides Sony Pictures Entertainment Content to  
Regal CineMedia's Pre-Feature Program, *The 2wenty*

(February 23, 2004) - Sony Pictures Entertainment ("SPE") and Regal CineMedia Corporation<sup>SM</sup> ("RCM"), the media subsidiary of Regal Entertainment Group ("REG", NYSE: RGC), the largest theatre operator in the world, have entered into a multi-year strategic marketing alliance to provide entertaining promotional content segments for RCM's new Digital Content Network<sup>SM</sup> distribution system.

The announcement was made today by Jeff Blake, Vice Chairman of SPE and President of Worldwide Marketing and Distribution for Columbia TriStar Motion Picture Group, and Cliff Marks, President, Marketing and Sales, Regal CineMedia.

Under the terms of the agreement, SPE will provide content for Regal CineMedia's digitally delivered pre-feature program, *The 2wenty*, and participate in other integrated marketing opportunities in REG's 550 theatres nationwide reaching 6,045 screens across 39 states. Multiple divisions of SPE including Columbia TriStar Motion Picture Group; Columbia TriStar Home Entertainment; and Sony On-Line Entertainment among others, will develop and provide content for Regal Cinemas, United Artists Theatres, Edwards Theatres and select Hoyts Cinemas. SPE will utilize RCM's Digital Content Network reaching nearly 400 locations in 58 markets, with over 4,700 theatre screens and 1,230 42" lobby high-resolution plasma screens for additional promotional opportunities across the U.S.

"In a highly competitive and increasingly cluttered media environment, we believe this is a great opportunity to reach out directly to our customers," said Blake. We look forward to working with Regal CineMedia to expand and redefine how motion picture exhibitors and studio partners can work together beyond traditional distribution agreements to enhance the movie going experience for audiences nationwide. Sony has a rich history of making the most of new technologies to improve entertainment options for people around the globe. This expanded partnership allows us to carry on that tradition as we utilize Regal's new digital network to showcase SPE properties."

"We are very excited to be entering into this long-term, strategic partnership with SPE to strengthen the first-rate entertainment experience audiences have come to expect when they visit an REG theatre," added Marks. "The continued

support and commitment of our studio partners to explore and expand a variety of new, in-theatre marketing opportunities has allowed us to create a much more entertaining and impactful program. We are grateful for the vision and guidance partners like SPE continue to contribute helping make REG an industry leader."

Sony Pictures Entertainment distributes films from Columbia Pictures, Revolution Studios, and Screen Gems. Upcoming titles include *Spider-Man 2*, directed by Sam Raimi and starring Tobey Maguire and Kirsten Dunst; *50 First Dates*, starring Adam Sandler and Drew Barrymore; David Koepp's *Secret Window*, starring Johnny Depp; *Last First Kiss*, starring Will Smith; *The Forgotten*, starring Julianne Moore; *13 Going on 30*, starring Jennifer Garner; and an adaptation of John Grisham's novel Skipping Christmas, starring Tim Allen.

#### About Sony Pictures Entertainment

Sony Pictures Entertainment is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

#### About Regal CineMedia

Regal CineMedia is a wholly owned subsidiary of Regal Entertainment Group 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, sports and educational events, as well as the sale of group tickets and gift certificates.

#### 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 6,045 screens in 550 locations in 39 states. Regal operates approximately 17% of all screens in the United States including theatres in 46 of the top 50 U.S. markets and growing suburban areas. The size, reach and quality of the Company's theatre circuit not only provides patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations and, through Regal CineMedia, develop new sources of revenue and cash flow by utilizing Regal's existing asset base.

Additional information is available on the Company's Web site at [www.REGmovies.com](http://www.REGmovies.com) or [www.regalcinemedia.com](http://www.regalcinemedia.com).

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