

CIRCUIT CITY INTRODUCES NEW INTEGRATED MARKETING CAMPAIGN EXCLUSIVELY IN REGAL ENTERTAINMENT GROUP THEATRES

Specialty retailer of consumer electronics premieres national holiday campaign in Regal Cinemas, United Artists, Edwards and Signature Theatres nationwide

On December 3rd, Circuit City Stores, Inc. (NYSE: CC) will introduce a new national integrated marketing campaign exclusively in Regal Entertainment Group (REG, NYSE: RGC) theatres, the largest movie theatre circuit in the U.S. The new consumer marketing campaign, premiering in 560 Regal Cinemas, United Artists, Edwards and Signature Theatres, will take advantage of advertising opportunities unique to the REG theatre environment, including on-screen advertising during the chain's digital pre-show program, *The Twenty*, and promotional items at theatre box offices, in theatre lobbies and the concession area.

The new campaign, with creative customized for the cinema, was created by Doner in Southfield, Michigan and features a highly energized Santa Claus whose amazing dance moves to the hit song by the Cars, "Just what I needed," are inspired by the thousands of great gifts available at Circuit City.

In addition to the on-screen advertising, movie patrons who purchase a small popcorn at participating theatres will receive a discount coupon for \$1 off all DVDs and CDs or \$5 off all video games purchased at Circuit City during the holiday shopping season. Other elements of the campaign include Circuit City in-lobby danglers, banners, box office handouts and a DVD that is free with each medium soft drink purchase.

"We are absolutely thrilled with the relationship with REG's marketing team at Regal CineMedia and can't wait for the launch date," said Justin Lewis, vice-president of marketing at Circuit City. "We've launched a new ad campaign and decided to surround consumers with the largest, broadest, and most integrated advertising campaign ever undertaken. With help from Doner, we created entertaining, fun, and compelling advertising that speaks directly to the needs of consumers. We are extending that message into the theatre with exciting creative designed especially for the cinema. Our challenge to Regal CineMedia was to develop a fully integrated approach that would seamlessly surround the consumer in the theatre. The combination of in-theatre advertising, signage, and coupons makes this one of the strongest promotional approaches for this medium ever developed by any retailer."

"As marketers across the industry continue to discuss integration and new platforms for brand building, Circuit City is embracing the evolution of change by boldly premiering its new holiday campaign nationally in Regal, United Artists, Edwards and Signature Theatres on the 40' screen and throughout multiple movie theatre touch points," added Cliff Marks, president, marketing and sales, Regal CineMedia. "Our unique theatre environment allows Circuit City to leave a great brand impression inside the movie auditorium, and reinforce its message in the lobby, at concession and in consumers' homes through the DVD soft drink offer."

About Circuit City Stores, Inc.

Richmond, Va.-based Circuit City Stores (NYSE: CC) is a leading specialty retailer of consumer electronics. Circuit City operates 622 Superstores and five mall-based stores in 159 U.S. markets. Its international segment operates through more than 1,000 retail stores and dealer outlets in Canada. CircuitCity also operates a Web site at <http://www.circuitcity.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 business meetings, corporate communications, interactive education and special productions in a theatre environment, including the presentation of entertainment, music and sports events, as well as the sale of group tickets and gift certificates.

About Regal Entertainment Group

Regal Entertainment Group (NYSE:RGC - News) is the largest motion picture exhibitor in the world. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,242 screens in 560 locations in 40 states. Regal operates approximately 18% of all indoor screens in the United States including theatres in 45 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 or www.regalcinemedia.com.

#

CONTACT:

Lauren Leff, Regal CineMedia
212-931-8107
lauren.leff@regalcinemedia.com