



NEWS RELEASE



An AOL Time Warner Company

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Regal Entertainment Group Theatres, Boomerang and DIRECTV Partner for Free Saturday Morning Family Movie Events

50 Theatres in 50 Cities Representing 28 Markets to Participate Across Five Saturdays, Nov. 20-Dec. 18, 2004

Helping families to get a jump-start to the winter holidays, Regal Entertainment Group (REG) Theatres, Boomerang and DIRECTV are partnering this fall for "Free Family Flicks," a series of free Saturday morning presentations of favorite motion pictures for kids and families in 50 cities across the country. Families are invited to attend a local participating Regal Cinemas, United Artists or Edwards Theatre to see a favorite G or PG-rated family film at 10 a.m. on consecutive Saturdays starting Nov. 20 and concluding Dec. 18. Listings of each theatre's Saturday morning presentation can be accessed at www.REGmovies.com starting Nov. 1. Attendance will be limited to available seating within the various participating theatres, and patrons will be seated on a first-come, first-serve basis. The Regal Entertainment Group/Boomerang/DIRECTV community service event is designed to encourage families to share memorable films together free of charge during the hectic holiday season.

"This campaign is a wonderful way for every member of the family to re-visit or enjoy for the first time holiday films that stand out as audience favorites," says Tom Alexander, vice president of marketing for Boomerang. "And it gives Boomerang an opportunity to build further visibility among families as a high-value, quality network of classic animated entertainment."

"The holidays can often be a time when stress levels build and families need a relaxing break," says Cliff Marks, president, marketing and sales, Regal CineMedia, REG's media subsidiary. "This special Saturday morning event provides an ideal option for families to enjoy more of the holiday spirit together and at a price everyone can appreciate—it's free! We're delighted that this first-time partnership not only helps defray event costs, but makes it possible for a significant number of people to come to Regal Entertainment theatres and enjoy the movies.

Fifty Regal Cinemas, United Artist Theatres and Edwards Theatres in 50 different cities across the country are scheduled to participate in the "Free Family Flicks" events including New York, Los Angeles, Philadelphia, San Francisco, Boston, Washington D.C., Atlanta, Detroit, Seattle, Tampa, Cleveland, Miami, Denver, Orlando, Pittsburgh, Baltimore, Portland and Indianapolis, among others. Motion pictures to be presented include modern live-action and animated classics such as *How the Grinch Stole Christmas*, *Elf*, *Snow Day*, *Ice Age*, *Jimmy Neutron Boy Genius*, *Rugrats in Paris* and *Cheaper by the Dozen*. Exact titles, locations and scheduling information can be found at www.REGmovies.com. In addition to traditional concession choices, kids meals also will be made available at all participating theatres.

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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 6,053 screens in 544 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.

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, educational and sports events, as well as the sale of group tickets and gift certificates.

Additional information is available on the Company's web site at www.REGmovies.com or www.regalcinemedia.com.

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Boomerang is Turner Broadcasting System, Inc.'s (TBS, Inc.) 24-hour cable/satellite network offering the best in classic animated entertainment. Drawing from the world's largest library of more than 4,000 cartoons, Boomerang showcases Hanna-Barbera, MGM and Warner Bros. classic characters with stylized sensibility tailored to their standing in television's pop culture. Famed characters include The Flintstones, The Jetsons, Scooby-Doo, Yogi Bear and more. Currently in more than 14 million cable and satellite households, the network arranges its weekly schedule into three different programming categories designated by character strips, year (television season) and action-adventure genre. Boomerang's official Web site is located at <http://Boomerang.CartoonNetwork.com>.

Cartoon Network, currently seen in more than 87 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s 24-hour, ad-supported cable service offering the best in animated entertainment.

Turner Broadcasting System, Inc., an AOL Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.

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