

**DISCOVERY KIDS SPONSORS REGAL ENTERTAINMENT GROUP'S  
ANNUAL FREE FAMILY FILM FESTIVAL**

**Summertime Savings for Families at Select Regal Theatres Nationwide**

**Exclusive Five-Minute Sneak Peek Features  
Discovery Kids' Shows Kenny the Shark and Tutenstein**

NEW YORK – Regal CineMedia, the media subsidiary of Regal Entertainment Group (“REG” NYSE:RGC), the largest theatre operator in the world, has teamed up with exclusive sponsor Discovery Kids to present Regal’s annual Free Family Film Festival running throughout the summer at over 240 select movie theatres nationwide. Discovery Kids’ engaging and high-quality real-world programming for kids airs Saturday Mornings on NBC and all day every day on the Discovery Kids Channel.

Regal is partnering with Discovery Kids to present its free slate of re-released classic G- and PG-rated family films at participating Regal Cinemas, United Artists Theatres, and Edwards Theatres throughout the U.S. The sponsorship agreement includes promotion for Discovery Kids on Festival materials, as well as in-market newspaper and radio advertisements. In addition, a special, never-before-seen five-minute animated short shown before each movie in this year’s Festival features Kenny the Shark and Tutenstein, Discovery Kids’ hit animated series.

“Regal’s 13<sup>th</sup> annual Free Family Film Festival gives parents and their children a safe, fun, entertainment opportunity this summer,” said Cliff Marks, Regal CineMedia president, marketing and sales. “And, the best thing, it’s absolutely free. Discovery Kids’ popular programs are not only fun, but also give children interesting facts about sharks, history and other topics. We’re excited to be working with Discovery Kids as the exclusive sponsor for this year’s Festival.”

“Regal’s Free Family Film Festival is a great opportunity for kids and parents to enjoy a movie together this summer, and we’re happy to be working with Regal to sponsor the Festival,” said Marjorie Kaplan, executive vice president and general manager, Discovery Kids. “And we’re thrilled to give the Festival participants an extra-special treat with the five-minute animated short film featuring our popular characters Kenny the Shark and Tutenstein that will be entertaining kids while engaging their minds.”

Screenings of all movies begin at 10AM each Tuesday and Wednesday during the Festival season, which continues through the end of August. Seating is limited on a first-come basis. Movie schedules and the locations of participating theatres are available online at [http://www.regalcinemas.com/family\\_film/](http://www.regalcinemas.com/family_film/). Regal has hosted the Free Family Film Festival each year since 1991.

### **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, educational and sports 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 world. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,020 screens in 545 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).

Discovery Kids lets kids explore the real world. The Saturday morning block on NBC and the Discovery Kids 24-hour digital channel offer entertaining, engaging, high-quality, real-world programming for kids. Building on Discovery Networks signature areas of science, adventure, exploration and natural history as well as a genre just for kids, real-world narrative and its signature animation, RealToons, each Discovery Kids show gives kids another perspective of the world in which they live and the possibilities available to them. Discovery Kids...it's really, really real!

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