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JON BON JOVI & JOHN ELWAY STAR IN MINI-MOVIE TO KICKOFF AFL'S 2004 SEASON PROMOTIONAL CAMPAIGN

AFL & Regal CineMedia Team Up To Show The NBC Agency-Produced Spot During January

NEW YORK – Philadelphia Soul co-owner **JON BON JOVI** and Colorado Crush co-owner **JOHN ELWAY** will star in a two-minute mini-movie to promote the AFL's upcoming 2004 season. The AFL and Regal CineMedia announced an agreement today that will run the entertainment segment in nearly 400 Regal Entertainment Group (NYSE: RGC) theaters nationwide from January 9-29.

"Movie theaters provide a unique distribution vehicle that resonates with the always evasive young demographic," said AFL EVP Properties **GLENN HORINE**. "The Regal CineMedia partnership provides us an outlet to showcase our game to consumers nationally. Sports and entertainment are alive and well in the Arena Football League."

"The AFL has created an entertaining, rockin' and rollin' segment that is certain to create interest among moviegoers," said **CLIFF MARKS**, Regal CineMedia's president, marketing and sales. "When you've got Jon Bon Jovi and John Elway, two of the biggest names in music and sports as leading men, you can count on some big screen fun."

In the mini-movie, produced by The NBC Agency, Elway goes to Bon Jovi's house to welcome him to the AFL. The greeting isn't well received and both men decide to "take it inside" and play a game between their teams inside Bon Jovi's house. Hard-hitting action ensues.

"The segment captures only a piece of the energy and excitement that is Arena Football," said Bon Jovi.

The mini-movie continues when Colorado's quarterback is injured, forcing Elway to put a uniform on and take matters into his own hands, which leads to a spectacular conclusion.

"It was fun to put the pads on again," said Elway. "The spot captures the essence of Arena Football -- rough but a lot of fun. AFL fans will really enjoy it and it will entertain moviegoers unfamiliar with the AFL."

"Our creative team welcomes these kinds of projects as they really showcase our unique abilities," said **VINCE MANZE**, co-president, The NBC Agency. "Not only did we develop the concept, but our team directed all phases of production in-house, practically overnight. Special kudos go to **JOHN BONITO** who not only wrote the piece, but directed and edited it as well."

The trailer will be cut down into :20 and :30 spots to be used by AFL teams in their local markets beginning January 10. The mini-movie will also run in all Champs Sports and Aaron's Sales and Lease Ownership locations nationwide, as well as in Best Buy, Circuit City and Sears retail outlets.

About Regal CineMedia

Regal CineMedia is a wholly owned subsidiary of Regal Entertainment Group (NYSE: RGC) 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 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-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 TV and NBC Enterprises. John Miller and Vince Manze are the Co-Presidents of the NBC Agency.

About Arena Football League

Often recognized as one of the nation's most affordable and fan-friendly sports leagues, the Arena Football League, the second-longest running football league in U.S. history, will begin its 18th season in February 2004. On the strength of its Mission Statement and Fans' Bill of Rights, the AFL is America's fastest-growing sport. The Austin Wranglers join the Philadelphia Soul and New Orleans VooDoo as the three expansion teams added for the 2004 season. At least two more teams will be added in each of the next two seasons. A network-TV sport, the AFL will celebrate its second season on NBC in 2004.

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