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AMC Theatres and Regal Entertainment Group Launch Ticket Twosdays with AT&T

AT&T Wireless Customers Can Get A Free Movie Ticket When They Buy One At Full Price, Exclusively on MovieTickets.com

NEW YORK--(BUSINESS WIRE)-- Today, AT&T* launches Ticket Twosdays with AMC Theatres and Regal Entertainment Group to reward customers with a free movie ticket when they buy one at full price** through AT&T THANKSSM.

AMC Theatres and Regal Entertainment Group are the two largest movie theatre chains in the country — with nearly 1,000 theaters and 13,000 movie screens combined. As the AT&T Ticket Twosdays program continues to grow, AT&T plans for other leading national and regional movie theater circuits across the country to join the list of participating theaters.

AT&T customers can head to att.com/attthanks to learn how to get their free movie ticket, exclusively through MovieTickets.com, a leading global provider of remote movie ticketing.

"It's our way of showing our customers appreciation for doing all the things they already do," said Jay Cary, Vice President, Customer Loyalty, AT&T. "We can't thank our customers enough, which is why we chose to work with the biggest theaters in the U.S. so that customers can enjoy movies on us every Tuesday all around the country."

"We join with National CineMedia and MovieTickets.com in sharing our excitement for this terrific AT&T promotion, which provides what we think is the best reward a customer can receive - an amazing experience at their local AMC theater," said Stephen Colanero, Executive Vice President and Chief Marketing Officer with AMC Theatres.

"We are delighted to team up with AT&T on this massive promotion offering consumers a buy one get one free ticket with the Ticket Twosdays program through MovieTickets.com," said Ray Nutt, Senior Vice President Business Relations for Regal Entertainment Group. "We hope this gives moviegoers another reason to choose Regal for an exceptional moviegoing experience and see this summer's hits on the big screen."

"MovieTickets.com is thrilled to work with AT&T, Regal and AMC on Ticket Twosdays, which marks the largest consumer facing promotion in our 16 year history," said Joel Cohen, CEO of MovieTickets.com. "This promotion not only brings great value to AT&T mobile subscribers, but also drives incremental box office for our industry by drawing larger audiences to theaters nationwide exclusively through our platform."

AT&T Ticket Twosdays will also be promoted on the big screen in National CineMedia (NCM)'s *FirstLook* pre-show program in participating theaters, including a special AT&T *FirstLook* "takeover" on Tuesdays with AT&T branding throughout the show. AT&T Ticket Twosdays will also be promoted on NCM's Lobby Entertainment Network (LEN) and on concessions products in participating theaters throughout the program.

The AT&T Ticket Twosdays collaborations were arranged with NCM through Group M's MEC.

Learn more at att.com/attthanks.

*AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.

**** Ticket Twosdays:** AT&T postpaid wireless customers only (excl. employees & data-only customers). Buy one ticket for a Tuesday standard 2D movie at select theaters, get one of equal or lesser value free for the same movie. Limit one free ticket/week. **Supplies of free tickets are limited; check att.com/tickettwosdays for ticket avail. prior to purchase.** Online account validation required; must consent to receive validation code by SMS. Standard text messaging and data rates may apply. Once validated will be directed to redemption site to purchase tickets. Discount automatically applied at checkout. Add'l restr's apply. Terms subj. to change. Visit att.com/attthanks for complete details.

About AT&T

AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, mobile, high speed internet and

voice services. We're the world's largest provider of pay TV. We have TV customers in the U.S. and 11 Latin American countries. We offer the best global coverage of any U.S. wireless provider.* And we help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions.

About AMC Theatres

AMC Theatres® delivers distinctive and affordable movie-going experiences in 385 theatres with 5,380 screens located primarily in the United States. AMC has propelled innovation in the theatrical exhibition industry and continues today by delivering more comfort and convenience, enhanced food & beverage, greater engagement and loyalty, premium sight & sound, and targeted programming. AMC operates the most productive theatres in the country's top markets, including No. 1 market share in the top three markets (NY, LA, Chicago) amctheatres.com.

About Regal Entertainment Group:

Regal Entertainment Group (NYSE: RGC) operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 7,329 screens in 567 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of March 31, 2016. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations. Additional information is available on the Company's website at www.REGmovies.com.

About MovieTickets.com

MovieTickets.com is a leader in advance movie ticketing with 250 theater chains, representing nearly 29,000 screens worldwide in its group, offering moviegoers a quick and convenient way to purchase tickets online, via mobile devices and at 877-789-MOVIE. The company currently enables remote ticketing for consumers across 21 countries/territories including the United States, Canada, United Kingdom, Ireland, Argentina, Puerto Rico, the Dominican Republic and the Caribbean. Fans can stay connected with MovieTickets.com through Facebook (facebook.com/MovieTicketscom), Twitter (twitter.com/movietickets) and YouTube (youtube.com/c/movietickets).

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 weekend network in the U.S., NCM is the connector between brands and movie audiences. More than 700 million moviegoers annually attend theatres that are currently under contract to present NCM's *FirstLook* pre-show in over 40 leading national and regional theatre circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE:RGC). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with approximately 20,400 screens in approximately 1,600 theaters in 187 Designated Market Areas® (49 of the top 50). NCM Digital goes beyond the big screen, extending in-theatre campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 43.6% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit www.ncm.com.

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