

**TONKA TOUGH TRUCK ADVENTURES, THE BIGGEST SHOW ON WHEELS  
PREMIERES ON THE BIG SCREEN AT SELECT REGAL ENTERTAINMENT  
GROUP THEATRES**

**Special Family Morning Matinee Event on September 25<sup>th</sup> at 10:00 AM  
in Atlanta, Boston, Chicago, Denver, Los Angeles and New York**

(New York, NY, September 21, 2004) —TONKA fans can cheer on TONKA JOE and his team in their big screen premiere in “*TONKA Tough Truck Adventures*”, a new family movie created by Hasbro, Inc. (NYSE:HAS) and SD Entertainment, Inc. especially for kids ages 3 and up.

The movie will debut as part of a special morning matinee event just for kids at six Regal Entertainment Group (REG, NYSE: RGC) theatres in the Atlanta, Boston, Chicago, Denver, Los Angeles and New York markets on September 25<sup>th</sup> at 10:00 AM local time. Kids and their families will also be able to enjoy playtime with dozens of Hasbro’s TONKA trucks in theatre lobbies, fun giveaways, and more.

The “*TONKA Tough Truck Adventures*” movie is presented by Regal CineMedia<sup>SM</sup> (RCM) entertainment services, Kidtoon Films and Hasbro. Tickets are available at select Regal Cinemas, United Artists Theatres and Edwards Theatres\* box offices and online at [www.regalcm.com](http://www.regalcm.com) for \$5.00 for children and only 25 cents for adults.

This family morning matinee event is the first of a planned series of regular events geared towards kids and families utilizing Regal CineMedia’s Digital Content Network (DCN)<sup>SM</sup>. To date, Regal’s DCN has been used to bring both live and first-run events to audiences in theatres across the country, including educational events such as *Holes: Reel Thinking*, James Cameron’s *Ghosts of the Abyss* and *In The Director’s Chair with M Night Shyamalan* as well as concerts featuring some of music’s leading artists.

**About “TONKA Tough Truck Adventures, The Biggest Show on Wheels!”**

The world’s biggest, toughest, and most powerful truck teams compete for the World's Toughest Truck Championship, in “*TONKA Tough Truck Adventures, The Biggest Show on Wheels!*” TONKA JOE and his team of tough trucks are ready and revving to defend their title.

Winning the race gets much more difficult when the rich, arrogant, and accident-prone Robert B. Quick comes back home to try to win the championship by any means possible. Quick pushes TONKA JOE and his truck team to their limit, as they are forced to choose between winning the race and saving both Quick and their hometown from his disastrous mistakes. The dim and dangerous Quick manages to win the first two challenges and the loyalty of TONKA JOE’s number one fan.

Buckle up and hold on as TONKA JOE and his team work to win back their number one fan and the love and respect of their beloved hometown, while winning their fifth straight Tough Truck Championship.

\*”*TONKA Tough Truck Adventures*” will be presented at the following locations:

<b><u>Market/State</u></b>	<b><u>Theatre/Address</u></b>
Los Angeles, CA	EDWARDS IRVINE SPECTRUM 21 65 Fortune Drive, Irvine, CA

Denver, CO	GREENWOOD PLAZA 12 8141 E Arapahoe Rd., Englewood, CO
Atlanta, GA	HOLLYWOOD STADIUM 24 @ NORTH I-85 3265 N.E. Expressway Access, Chamblee, GA
Chicago, IL	REGAL LINCOLNSHIRE 20 300 Parkway Drive, Lincolnshire, IL
Boston, MA	BELLINGHAM 14 259 Hartford Avenue, Bellingham, MA
New York, NY	NEW ROC CITY STADIUM 18 plus Imax 33 Le Count Place, New Rochelle, NY

### **Fun Facts About Tonka Trucks**

- The first TONKA truck was made in 1947.
- TONKA has been a favorite for generations of kids for over 50 years. More than 250 million TONKA trucks have been sold.
- The Mighty TONKA Dump, the most popular TONKA truck, was introduced in 1964.
- If you lined up the number of TONKA trucks made in the last 50 years, they would stretch from Pawtucket, RI (home of TONKA today) to Los Angeles, CA, and back at least eight times.
- Every year TONKA uses more than 119,000 pounds of yellow paint each year and 5.1 million pounds of sheetmetal to make its trucks and construction vehicles.  
TONKA trucks were named after Lake MinneTONKA in Minnesota. The word "Tonka" means "great" in Sioux.
- TONKA was inducted in the Toy Hall of Fame in 2001.

### **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 6,053 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.

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).

### **About Kidtoon Films**

Kidtoon Films is located in Woodland Hills, California and distributes G-rated animation for kids nation-wide on a regular basis. The company distributes fun movies for kids and creates great memories for families. For more information, please visit [www.kidtoonfilms.com](http://www.kidtoonfilms.com)

**About Hasbro**

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, SUPER SOAKER, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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