

“CANDY LAND: THE GREAT LOLLIPOP ADVENTURE” PREMIERES ON THE BIG SCREEN AT SELECT REGAL ENTERTAINMENT GROUP THEATRES

Special Kids Weekend Matinees begin February 12th and Continue Every Saturday and Sunday in February in 28 Markets across the Country

(New York, NY, February 7, 2005) — CANDY LAND makes the leap from the game board to the big screen in the animated fantasy “*CANDY LAND: The Great Lollipop Adventure*” a new G-rated family movie created by the Hasbro Properties Group and SD Entertainment, Inc. especially for kids ages 3 to 9 years. Kids can join JIB THE GINGERBREAD BOY, LORD LICORICE, MR. MINT and PRINCESS LOLLY on an enchanted journey through CANDY LAND this February at more than 100 Regal Entertainment Group (NYSE: RGC) theatres in 28 markets across the country, including Atlanta, Boston, Cleveland, Denver, Houston, Los Angeles, New York Orlando, Philadelphia, Seattle and Washington DC, among others.

“*CANDY LAND: The Great Lollipop Adventure*” will premiere on February 12th as part of a new series of kids weekend matinee events featuring G-rated entertainment created especially for children ages 3-9 at participating Regal Cinemas, United Artists Theatres and Edwards Theatres. Tickets are available at participating theatre box offices and online at www.BiggsAdventure.com at matinee pricing. As part of the special matinee events, kids can also enjoy new animated shorts before the feature film, as well as a fun give-away for every child after the movie. Additional “*CANDY LAND*” matinee show times are scheduled for February 13, 19, 20, 21, 27 and 28. (Please check the web site or local movie listings for additional details.)

“*CANDY LAND: The Great Lollipop Adventure*” is presented by Regal CineMediaSM entertainment services, Kidtoon Films and Hasbro Entertainment. For information on upcoming films, visit www.kidtoonfilms.com.

About “*CANDY LAND: The Great Lollipop Adventure*” (Rated G)

Come along down that well-known RAINBOW TRAIL...from the GINGERBREAD TREE through the PEPPERMINT FOREST, into the GUMDROP PASS, across the CHOCOLATE SWAMP and into the CANDY CASTLE...it’s CANDY LAND in an all-new animated feature movie! Filled with the characters and places every child knows, it’s an action-packed adventure with delightful music, good friends and the wonders of childhood.

It’s a big day for CANDY LAND and an even bigger day for young JIB GINGERBREAD. It’s JIB’s first time away from home, and he’s headed straight down the RAINBOW TRAIL for a day of adventure and excitement. Today is the day of the SWEET CELEBRATION when all of CANDY LAND comes together at the castle to celebrate the blossoming of tasty new candies.

But there’s one slickery-licorice fellow who’s got other plans. LORD LICORICE is hatching a nasty plot to turn CANDY LAND into LICORICE LAND! The only thing standing in his way is one little GINGERBREAD BOY, and his friends, MR. MINT, PRINCESS LOLLY and GRAMMA NUTT.

Fun Facts About CANDY LAND

- Miss Eleanor Abbott of San Diego, California created CANDY LAND while she was recuperating from polio in the 1940’s. She occupied herself with devising games and amusements for younger polio victims, and she decided to create an activity that would entertain even those who could not yet read or count. One of these games, which she called “CANDY LAND,” was so popular with Miss Abbott’s young friends that various

people urged her to submit it to the Milton Bradley Company, where it was accepted immediately.

- Milton Bradley first produced CANDY LAND in 1949.
- CANDY LAND is the #1 preschool game.

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 business meetings, corporate communications, interactive education and special productions in a theatre environment, including the presentation of entertainment, music and sports events, as well as the sale of group tickets and gift certificates.

About Regal Entertainment Group

Regal Entertainment Group (NYSE:RGC - News) is the largest motion picture exhibitor in the world. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,242 screens in 560 locations in 40 states. Regal operates approximately 18% of all indoor screens in the United States including theatres in 45 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 or www.regalcinemedia.com.

About Kidtoon Films

Kidtoon Films is a subsidiary of SD Entertainment and distributes quality G-rated animation for kids nation-wide on a regular basis. For more information, please visit www.kidtoonfilms.com

About The Hasbro Properties Group

The Hasbro Properties Group (HPG), the intellectual property development arm of Hasbro, Inc., (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as G.I. JOE, TRANSFORMERS, MY LITTLE PONY, DUEL MASTERS, MONOPOLY and CANDY LAND, beyond the toy and game aisle, creating rich lifestyle experiences.

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