

FOR IMMEDIATE RELEASE:

Kerasotes ShowPlace Theatres Announces “Matinee Movie Magic for Moms (and Dads)”

SPRINGFIELD, IL – September 29, 2004 - Kerasotes ShowPlace Theatres today announced expanded showtime offerings for Wednesday afternoons and Saturday mornings specifically targeted for parents of young children. The program, “Matinee Movie Magic for Moms (and Dads)”, creates an opportunity for parents to attend first-run films in a baby-friendly environment, and without fear of disturbing fellow moviegoers. Moms and dads can now “sit back, relax and enjoy the show” instead of waiting for movies to come out on DVD.

We are responding to requests from our growing audience of new parents eager to get out of the house and see the hottest film releases with babies in tow. “We thank our loyal patrons for attending the ShowPlace East 8 and are happy to be able to offer the Matinee Movie Magic program,” said Dean Kerasotes, Chief Operating Officer. Matinee Movie Magic for Moms (and Dads) will begin at the ShowPlace East 8 theatre in Springfield and will be expanded to other locations in the near future.

Every detail has been adjusted to accommodate this special audience: theatre lights are dimmed to a comfortable setting when the movie starts, leaving parents with enough light to take care of their babies; the volume of the movie is turned down to a moderate level; moms can also expect valet parking (strollers only).

Kerasotes ShowPlace Theatres’ special “ShowService” at the Springfield ShowPlace East 8 includes:

- State-of-the-art projection and digital sound
- Fast and friendly customer service
- Large, efficient concession stands featuring Combo offerings that provide top quality brand selection at value prices
- Free refill on all sizes of popcorn, soda and ICEE® frozen beverages
- Advance internet ticketing available at Kerasotes.com or FANDANGO.com
- Telephone ticket sales through 1-800-FANDANGO

About Kerasotes ShowPlace Theatres, LLC:

Kerasotes ShowPlace Theatres, LLC is a family-owned company founded in 1909 with corporate offices in Chicago and Springfield. Operating 76 theatres with 562 screens, it is the nation’s eighth-largest film exhibitor.

Additional information is available on the Company’s Web site at www.kerasotes.com or by contacting Jennette Jones at 217-788-0386