



KERASOTES THEATRES • Marketing

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- MEDIA ALERT -

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For Immediate Release

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Mayor Willie Weatherford to officially open Sneak Preview days at ShowPlace 16 in Manteca

WHAT: The NEW Kerasotes ShowPlace 16 in Manteca will proudly open its doors for the first time to film lovers launching seven days of special previews. Mayor Willie Weatherford will officiate at the opening of the all digital multiplex. Steve Pinkerton, City Manager, David Bricker, Police Chief, and members of the Manteca City Council will also attend the official opening of the theatre.

WHERE: Kerasotes ShowPlace 16 Theatres, located on the south-east corner of the intersection of Highway 120 at Union Road, in close proximity to Interstate 5 and Highway 99 in Manteca, CA 95336.

WHEN: Friday, October 31, 2008 at 1:00 PM.

HOW: Immediately following the official opening, the Kerasotes ShowPlace 16 Manteca box office will offer free admission to first run films plus a complimentary popcorn and a complimentary fountain drink to guests attending the theatre. The Sneak Preview days will continue through Thursday, November 6, 2008. No advance tickets will be available for these special Sneak Preview presentations.

WHO: Chicago based Kerasotes ShowPlace Theatres, LLC was founded in 1909. Kerasotes ShowPlace Theatres is the nation's sixth largest film exhibitor operating 98 locations with 952 screens in California, Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Ohio and Wisconsin.