



KERASOTES THEATRES • Marketing

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KERASOTES SHOWPLACE 16 MANTECA GRAND OPENING NOVEMBER 7

Free Sneak Preview October 31 through November 6, 2008

(Chicago, IL - October 27, 2008) Kerasotes Theatres announces the November 7, 2008 Grand Opening of the ShowPlace 16 in Manteca, California located at Highway 120 and Union Road. The ShowPlace 16 brings “Movies with Magic” to the area with industry leading design and customer service. The new theatre serves as one of the anchors of the Promenade Shops at Orchard Valley and is next to the recently opened Bass Pro Shops Outdoor World. From October 31 through November 6, pre-opening activities are planned (see details below).

The ShowPlace 16 will offer a free sneak preview which includes free admission to a first run film plus a free small popcorn and a free small fountain drink to each guest attending the theatre on October 31 through November 6, 2008. Doors will open 1 ½ hours prior to the first matinee performance allowing guests to obtain tickets at the theatre box office. No advance tickets will be available for these special presentations. After obtaining an admission ticket, the guest may proceed to the Concession counter to receive a complimentary small popcorn and a complimentary small fountain drink.

The ShowPlace 16 is the first Kerasotes location featuring digital projection systems in all auditoriums. Film is replaced with digital information processed by Dolby ® Digital computers projected on screen by Christie Digital Cinema Projectors utilizing Texas Instruments Digital Light Processing (DLP®) Technology. Digital systems enable the use of the latest 3-D technology. The result is a brilliant, steady image free of imperfections.

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Additionally, all auditoriums have total stadium-style seating on 18 inch risers for unobstructed viewing. Customer comfort is enhanced with the most luxurious chairs available. The high backed “Euro” style chairs, covered with plush velour, have extra wide seat bottoms, reclining backs, and a flip-up, cup-holder armrests.

The Kerasotes ShowPlace 16 Theatres’ team members receive specialized “ShowService” training to ensure the highest standards of customer service. At the Guest Relations Center in the lobby, managers will be on duty to address any questions or concerns. In addition to purchasing tickets at the box office, computerized ticket kiosks may be used to buy tickets or pick up tickets secured online. The gigantic concession counter will be fully staffed during peak times for quick service. The large arcade gives patrons another enchantment. Plus, a multipurpose party room is available for birthday celebrations, meetings, or corporate events.

The Kerasotes ShowPlace 16 Theatre will feature the following amenities sure to charm guests:

- A FREE REFILL on all sizes of popcorn, fountain drinks and ICEEs.
- A concession menu featuring “Movie Combos”, the best popcorn in town, Coca-Cola beverages, ICEE drinks, hot dogs, hot pretzels bites, nachos, bottled water and pizza.
- Features and show times available by phoning 1-800-FANDANGO (express code 1655#).
- Internet ticketing via www.FANDANGO.com with print at home capability allowing guests to bypass the lines and go directly to the ticket taker.
- Discounted twilight matinee presentations.
- Matinee Movie Magic for Moms & Dads. Caregivers can enjoy films in a “baby friendly” environment every Tuesday at the 1st matinee presentation of some of the most popular films.
- Five Buck Club. Admission of only \$5.00 to select films will be available to club members. Visit www.FiveBuckClub.net to sign up for free membership.

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Beginning on Friday, November 7, 2008 the ShowPlace 16 will officially open for business and present the animated feature MADAGASCAR BACK 2 AFRICA; SOUL MEN starring Samuel L. Jackson and Bernie Mac; ROLE MODELS with Paul Rudd and Seann W. Scott; an exclusive run of CHANGELING starring Angelina Jolie and John Malkovich; THE HAUNTING OF MOLLY HARTLEY; ZACH AND MIRI MAKE A PORNO; and ROCKNROLLA. QUANTUM OF SOLACE, the new James Bond film, will open at the theatre on November 14th with the Walt Disney's animated 3-D feature BOLT beginning on November 21st.

Admission prices:

Adult – \$10.00

Child (3-12) – \$7.00

Senior (60 plus) – \$7.50

Student (with valid ID) - \$7.50

Adult matinee (shows prior to 6:00 PM) – \$7.50

Twilight presentation (last matinee prior to 6:00 PM for each film) - \$6.00

Additional charge for 3-D - \$2.50

About Kerasotes ShowPlace Theatres, LLC.:

Kerasotes ShowPlace Theatres, LLC is the sixth largest motion picture exhibitor in the United States. Founded in 1909, the company grew from a single store front nickelodeon in Springfield, Illinois to one of the industry's premier companies. Based in Chicago, Kerasotes ShowPlace Theatres is managed by third generation family, Tony and Dean Kerasotes, who have directed the company's aggressive growth since the late 1980's. Kerasotes ShowPlace Theatres operates 98 theatres with 952 screens in California, Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Ohio and Wisconsin.

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