

- MEDIA ALERT -

November 13, 2006
For Immediate Release

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SHOWPLACE 14 IN CICERO TO OFFER FREE MOVIES

WHAT: The NEW Kerasotes ShowPlace 14 Theatres in Cicero will offer free admission to first run films plus a free small popcorn and a free small fountain drink to guests attending the first matinee presentations.

WHY: Tony Kerasotes, President and CEO of Kerasotes Theatres. LLC, recognized the strong family presence in the opening week of the theatre and wanted to give back to the community for its open and warm welcome.

WHERE: Kerasotes ShowPlace 14 Theatres, 4779 W. Cermak, (located in the Hawthorne Works Shopping Center) Cicero, IL 60804

WHEN: Saturday and Sunday, November 18 & 19, 2006 for the first matinee presentations only.

HOW: Doors will open 1½ hours prior to the first matinee allowing guests to obtain tickets at the Kerasotes ShowPlace 14 Theatres box office. No advance (day prior) tickets will be available for these special "be our guest" matinee presentations. After obtaining admission tickets, guests may proceed to the concession counter to obtain a complimentary small popcorn and a complimentary small fountain drink.

WHO: Chicago based Kerasotes ShowPlace Theatres, LLC was founded in 1909 when Gus Kerasotes opened his first nickelodeon, The Royal, in Springfield, Illinois. Today, Kerasotes is principally managed by third generation family, Tony and Dean Kerasotes, who have directed the company's aggressive growth since 1985. Today, Kerasotes ShowPlace Theatres is the nation's seventh largest film exhibitor operating 81 theatres with 685 screens in Illinois, Indiana, Minnesota, Missouri, Iowa, and Ohio.