

PRESS RELEASE

KERASOTES SHOWPLACE THEATRES, LLC TO OPEN SHOWPLACE 11 Stadium Seating Theatre to Open Friday, October 10, 2003



Kerasotes ShowPlace Theatres, LLC announces the Grand Opening of the ShowPlace 11 (formerly Cinema 11) in Richmond, Indiana on Friday, October 10. ShowPlace 11 is located at 4713 National Road East (40), one mile West of (70). The theatre will offer a full slate of the latest first-run films and features stadium seating and digital sound.

"We are thrilled to have completed this significant construction project which has transformed the theatre into a true ShowPlace. Our patrons will not recognize the theatre and I am sure they will love the new lobby and stadium seating," according to Dean Kerasotes, Chief Operating Officer of Kerasotes ShowPlace Theatres, LLC.

The theatre underwent a major renovation in which the entire lobby was demolished and a completely new common area built. The new lobby integrates access to all auditoriums with a large, creatively designed corridor. Customer service will be enhanced by the new box office with computerized ticketing and LED signage announcing films as well as showtimes. The main lobby features a huge new concession area and arcade area. Completely new, large restrooms were also added.

All auditoriums were redecorated and the six large auditoriums adjacent to the main lobby received stadium seating. The old projection room was demolished and replaced with a new space to support state-of-the-art projection equipment. Audiences will enjoy larger screens with bright, sharp pictures and digital sound.

The ShowPlace 11 will be opening "Intolerable Cruelty", "House of the Dead", "Kill Bill", and "Good Boy!" beginning Friday, October 10 along with "School of Rock", "Out of Time", "Under The Tuscan Sun", "The Rundown", "Pirates of the Caribbean", "Secondhand Lions", and "Cold Creek Manor". The Cinema 10 (formerly Dollar Cinema) will begin offering discounted second-run films on Friday, October 10.

Kerasotes Theatres is a family owned company founded in 1909. It currently operates 77 theatres with 540 screens in the Midwest.

FREE MOVIE Night


The public is invited to attend FREE MOVIES Thursday, October 9 at ShowPlace 11. Features include "Daddy Day Care", "Charlie's Angels 2 Full Throttle", "Bruce Almighty", "2 Fast 2 Furious", "Rugrats Go Wild", and "Spy Kids 3-D". Seating is on a first-come, first-served basis. Check local listings for showtimes or visit www.kerasotes.com.

Media Alert

The Media is invited to attend a private behind the scenes tour of ShowPlace 11 in Richmond, Indiana.

EVENT: ShowPlace 11 Media Tour

WHEN: Tour: Wednesday, October 8 at 2:00 p.m. or 4:30 p.m.

WHERE: ShowPlace 11
4713 National Road East 
Richmond, Indiana

For more information, contact Kelly Johnson, Marketing Manager at (217)788-0390 or kjohnson@kerasotes.com.

