

KERASOTES SHOWPLACE THEATRES WILL BE ENTERTAINMENT ANCHOR AT THE VINEYARD, INDIO, CA

PREMIUM 16 SCREEN MULTIPLEX TO OPEN WINTER , 2010

(Chicago, IL-January 8, 2008) Kerasotes ShowPlace Theatres, LLC announced plans to build a premium 16-screen multiplex at the Vineyard in Indio, California. Located near the intersection of Jefferson and 50th Street, The Vineyard will be a unique, upscale planned retail village. When it opens, The Vineyard and new Showplace Theatre will serve the Coachella Valley residents with a lifestyle retail and entertainment experience featuring dramatic architecture modeled on a European village.

The 70,000 square foot Showplace Theatre will offer movie-goers many special amenities designed for luxury, comfort, and industry leading customer service. Each of the 16 auditoriums will feature stadium seating on eighteen-inch risers for unobstructed viewing and "Euro style" chairs with wide, fixed seat cushions, rocker backs, and oversized flip-up cup holder armrests. State of the art digital projection and sound, along with wall-to-wall and ceiling-to-floor screens will provide the best film presentations possible. The new theatre will offer a broad range of entertainment choices: first run Hollywood hits, specialty films, as well as live or prerecorded alternative content such as the Metropolitan Opera and concerts by leading entertainers. Guests at the theatre will be able to enjoy family entertainment or the adult atmosphere at the theatre's lounge which is restricted to those 21 and older.

"We are very excited to announce our newest Southern California location at the Vineyard which will serve communities from Palm Desert to Thermal. We feel that the Vineyard will be one of the most dynamic new lifestyle centers in the region and that our premium theatre will exceed expectations of our guests," said Dean Kerasotes, Chief Operating Officer.

The Vineyard developer, Envision Development Group CEO Kelly Armstrong, fashioned this 43 acre project located along Jefferson at the junction of Indio and La Quinta, Ca, after a northern Italy village offering the best in family oriented shopping and entertainment including movies, restaurants, night clubs, department and sporting goods stores, jazz club, outdoor concerts, gardens and community events, upscale grocery, pet hotel and retail center, health club and bowling alley, plus two full-service hotels along with a 25,000 square foot conference facility. "We have some of the most respected names in the upscale retail and family entertainment businesses looking for space at The Vineyard and we are delighted to have the Kerasotes ShowPlace Theater as an important anchor. The Vineyard will likely be the most significant life-style venue developed in the Coachella Valley for the next 25 years."

About Kerasotes 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. Currently, the company operates 95 theatres with 866 screens in Illinois, Indiana, Iowa, Minnesota, Missouri, Ohio, and Colorado.

About Envision Development Group of Indio, CA

Envision Development Group, LLC, is a locally owned and operated commercial development company with interests in industrial, office, leisure, lodging and retail development projects across southern California.

Contact:

Clair Malo, Director of Marketing
Kerasotes ShowPlace Theatres, LLC
312/756-3366
cmalo@kerasotes.com

Lynn F. Coker
NAI Capital-The Vineyard Sales and Leasing
760/400-6103
lcoker@naicapital.com

NAI Capital
www.naiglobal.com

The Vineyard
www.experiencethevineyard.com