

AMC Theatres[®]

Package Tickets & Gift Cards

Film. Food. Fun. All in one.



Movies - Universal Appeal

- Movies are one of the most popular sources of out-of-home entertainment
 - Movies draw more people than theme parks and sporting events combined¹
 - 80% of Americans between 18-54 have attended a movie in the past 12 months²
 - Americans go to the movies an average of 7 times per year²
 - In 2007 there were 172 million moviegoers and 1.5 billion total admissions³
- Movies have appeal to consumers of all ages
 - 12-24 year-olds represent 38% of all ticket purchases³
 - 25-39 year-olds represent 29% of all ticket purchases³
 - 40-59 year-olds represent 24% of all ticket purchases³

¹ 2007 U.S. Admissions/Attendance: MPAA, PricewaterhouseCooper

² AMC/Edison Media Research Moviegoing Study – November 2007

³ MPAA 2007 Movie Attendance Study

AMC Theatres – Industry Leader

- AMC[®] is the most recognized theatre brand in the United States¹
- Annually, AMC serves over 235 Million guests in 30 states and in 5 countries
- AMC dominates the major US markets
 - AMC is #1 or #2 in box office revenues in 22 out of top 25 DMAs
 - 81% of AMC's US screens are in the top 25 markets
 - 94% of AMC's US screens are in the top 50 markets

¹ AMC/Edison Media Research Moviegoing Study – November 2007

AMC National Footprint



	Top 25	Top 50
% of DMAs covered	88%	72%
% of AMC screens	76%	93%

AMC - Product Usage

- Loyalty Programs
 - Loyalty/Rewards Point Redemption
 - Motivating Behavior
- New Client Acquisition/Product Promotion
 - Acquisition campaign for new account openings
 - Signing up for new services/features
 - Reward for referrals
- Additional Product Usages
 - Recruitment Incentives
 - Awards
 - Birthdays and Anniversaries
 - On-Spot Recognition
- Resell AMC Gold & Silver Experience Tickets
 - Member benefit
 - Employee benefit



Product Overview



AMC Gold Experience™ Tickets

- Each ticket is valid for one admission. No restrictions.
- Good at any AMC theatre, Loews theatre, Cineplex Odeon theatre, Magic Johnson theatre and Star theatre in the US. Excluding Canadian theatres.
- Valid 7 days a week
- No expiration date!
- Subject to surcharge in the Digital 3D, Premium and IMAX locations.
- Tickets are sold in bundles of 50 at \$7.50/ticket

Product Overview



AMC Silver Experience™ Tickets

- Each ticket is valid for one admission, excluding Special Engagements*.
- Good at any AMC theatres, Loews theatres, Cineplex Odeon theatres, Magic Johnson theatres and Star theatres, excluding Canadian theatres.
- Valid 7 days a week
- No expiration date!
- Subject to surcharge in the Digital 3D, Premium and IMAX locations.
- Tickets are sold in bundles of 50 at \$6.00/ticket

**Special Engagements excluded. Special Engagements restriction is necessary to comply with the contractual obligations of motion picture distributors on certain films. It is typically AMC's policy to remove the restrictions after the second weekend of the film's release.*

AMC Movie Bundle

- 2 AMC Gold Experience™ Tickets
- 2 AMC Show Snack Drink Vouchers
 - Small (20 oz) Fountain Drink
 - Upgradable to a larger size
- 1 AMC Show Snack Popcorn Voucher
 - Small Popcorn
 - Upgradeable to a larger size
- \$24.00 per bundle
 - Gold Experience™ Tickets (unrestricted) \$7.50 each
 - Drink Show Snack Voucher \$3.00 each
 - In-theatre \$3.75
 - Popcorn Show Snack Voucher \$3.00
 - In-theatre \$4.75
- Sold in quantities of 25



AMC Gift Cards

■ Traditional Card Designs

- Select any Dollar value (minimum \$5 maximum \$500)
- No expiration date or decrease in value on the cards over time
- Redeemable at any AMC box office or concession stand.
- Select from any one of our gift card designs.
- NO additional fees or charges for standard cards.

■ Customized Gift Cards

- Reinforce company brands by uploading company logo's or photos.
- Customization fee starting at \$4.50 per card.

■ Discounts

Dollar Value	% Discount
\$10,000	3%
\$50,000	5%
\$100,000	8%
\$500,000	10%

Quantity	Customization Cost / Card
10-24	\$4.50
25-99	\$3.75
100-249	\$3.25
250-999	\$2.75
1000-1999	\$1.00
2000-2999	\$0.75
3000+	\$0.65



Getting Started

- AMC Package Tickets can be integrated quickly into your program.
- Contact an AMC National Sales Representative today. 800.262.4849 or nationalsales@amctheatres.com.