

May 9, 2005: Machesney Park, IL – FOR IMMEDIATE RELEASE

**KERASOTES THEATRES TO OPEN MACHESNEY PARK SHOWPLACE 14
Grand Opening Set for May 13**

Kerasotes Theatres will open its new Machesney Park ShowPlace 14 on May 13. A grand opening ribbon cutting event for city officials and invited guests will be held on Thursday the 12th at 6:30 PM.

Located north of the intersection of Ill. Route 173 and Perryville Road, the ShowPlace 14 is the first project to open in First Rockford Group's Machesney Hills development. An extension of Perryville Road is currently under construction and, when completed, will provide direct access to the theatre. In the mean time, patrons will temporarily access the theatre by turning north on Mitchell road which is approximately 0.7 mile east of Perryville on Route 173. After turning on Mitchell Road, patrons will turn west on Anjali Way which is the first left turn from Mitchell Road. The theatre is located on Anjali about 0.7 mile from Mitchell Road. Temporary signage will assist moviegoers to the theatre and Machesney Park police will assist with traffic control.

"We are very excited to have completed the ShowPlace 14 on schedule so we will be able to further serve our loyal Machesney Park and greater Rockford area patrons in time for the upcoming summer hits especially STAR WARS: EPSIODE III debuting on May 19. The stadium seating, huge screens, and digital sound in our theatre will provide the best moviegoing experience available," said Dean Kerasotes, Chief Operating Officer.

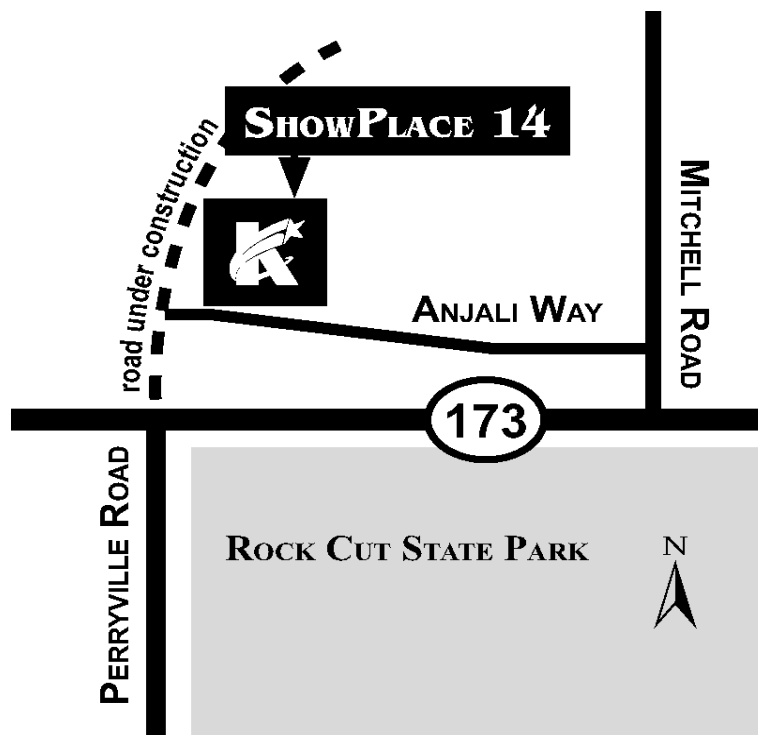
The ShowPlace 12 amenities include:

- Stadium seating that provides unobstructed viewing
- Luxurious Euro-Style seating featuring extra large seat cushions and flip-up cup-holder armrests
- Wall to Wall curved screens for sharp, bright pictures
- Dolby Digital Sound Systems in every auditorium
- State of the art projection systems
- Spacious modern lobby with game arcade
- Huge, fast service concession bar featuring our popular "Movie Combos," the best popcorn in town, Coca-Cola beverages, ICEE drinks, hot dogs, hot pretzels, nachos, bottled water, and more
- Free refill on all sizes of popcorn, soft drinks, and ICEEs
- Ticket kiosks for purchasing tickets and picking up internet tickets
- Plenty of free parking
- Features and show times available via phone at 1-800-Fandango (Express code 1634)
- Internet Ticketing via Kerasotes.com or FANDANGO.com

Moviegoers will be able to choose from a terrific line-up of major motion pictures when the ShowPlace 14 opens its doors on Friday, May 13. "Monster-In-Law," "Kicking and Screaming," "Mindhunters," and "Unleashed" debut at the theatre's grand opening, with "Star Wars: Episode III – Revenge of the Sith" opening less than a week later on May 19. Other features opening Friday, May 13 include: "Kingdom of Heaven," "The Interpreter," "Crash," "The Hitchhiker's Guide to the Galaxy," "House of Wax," "The Amityville Horror," and "Robots."

Kerasotes ShowPlace Theatres, LLC, a family owned company founded in 1909, has corporate offices in Chicago and Springfield, Illinois. With the opening of the Machesney Park ShowPlace 14, the company will operate 77 theatres with 609 screens in the Midwest and is the nation's eighth largest film exhibitor.

**The media is invited to tour the theatre.
Contact Gene Hobbs at (815) 703-8665 to schedule an appointment.**



ShowPlace 14, 1860 Anjali Way, Machesney Park, Illinois 61115

Additional information is available on the Company's Web site at www.kerasotes.com or by contacting Barry Tester at 217-788-5200.