



## **KERASOTES THEATRES • Marketing**

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October 9, 2007  
For Immediate Release

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### **KERASOTES ANNOUNCES ADULT FRIENDLY SHOWS**

**WHAT:** The Kerasotes ShowPlace 16 Theatres in South Bend, IN will be testing Adult Friendly Shows on Fridays and Saturdays. All films beginning at 9:00 PM and later will be designated for adults 17 years or older. Youngsters between 7 and 16 will be admitted with an attending parent. Children under the age of 7 will not be admitted to these select presentations.

**WHY:** Adults are looking for entertainment options strictly available to them. Kerasotes is testing these Adult Friendly Shows in response to customers' suggestions for presentations for a primarily all adult audience.

**WHERE:** Adult Friendly Shows will be tested on Friday and Saturday presentations beginning at 9:00 PM and later at the ShowPlace 16, South Bend, IN. The following 11 Kerasotes Theatre locations have been testing the program since September 21, 2007: Castle Rock Stadium 12, Castle Rock, CO; Bergen Park 7, Evergreen, CO; Twenty Mile Village 10, Parker, CO; Village Mall Cinema, Danville, IL; Parkway Pointe Cinema, Springfield, IL; ShowPlace East 8, Springfield, IL; ShowPlace West 12, Springfield, IL; White Oaks Cinema, Springfield, IL; Commons Cinema, Columbus, IN; ShowPlace 12, Columbus, IN; ShowPlace 14, Michigan City, IN.

**WHEN:** This test program will begin on Friday, October 12, 2007 at the ShowPlace 16, South Bend, IN.

**HOW:** Tickets may be purchased for the Adult Friendly Shows at the theatre box office or on line for all locations (except Commons Cinema in Columbus, IN) at [www.Fandango.com](http://www.Fandango.com). Further, Kerasotes welcomes comments from theatre patrons regarding the new Adult Friendly Shows. Please visit [www.Kerasotes.com](http://www.Kerasotes.com) and click on the CONTACT US tab on the left (<http://www.kerasotes.com/Comments.aspx>).