



KERASOTES SHOWPLACE THEATRES • Marketing

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Kerasotes ShowPlace Theatres to Acquire Block E Stadium 15 October 1, 2007 Slated for Transition

(Chicago, IL – September 28, 2007) Kerasotes ShowPlace Theatres, LLC proudly announces the Block E Stadium 15 in Minneapolis, Minnesota will become part of the Kerasotes family of theatres. Management of this top performing location is expected to transfer to Kerasotes ShowPlace Theatres, LLC on Monday, October 1, 2007. Kerasotes ShowPlace Theatres, LLC currently operates two mega-plexes in the Minneapolis – St. Paul metropolitan market: ShowPlace 16 Coon Rapids and ShowPlace 16 Inver Grove Heights.

“We are excited to establish our presence in downtown Minneapolis which has gained national attention for its vibrant entertainment district,” said Dean Kerasotes, Kerasotes ShowPlace Theatres, LLC Chief Operating Officer. “The Block E Stadium 15 will be the movie-going destination where guests will experience our industry leading customer service and amenities.”

The Kerasotes Block E Stadium 15, located at 600 Hennepin Avenue, will offer many amenities which have come to define Kerasotes ShowPlace Theatres. Patrons should expect a free refill on all sizes of popcorn, fountain drinks and ICEE beverages. Popular “Movie Combos” will be instituted at the theatre concession stand. Features, show times and ticketing will be available through Fandango by phoning 1-800-FANDANGO (speed code 1647#) or on-line at www.Fandango.com. The theatre will offer Matinee Movie Magic for Moms and Dads where caregivers are able to see first run features on Tuesdays in a baby friendly environment. The Five Buck Club will be offered at the Kerasotes Block E Stadium 15 allowing card holders to see first run film for only \$5. Information about obtaining a Five Buck Club card may be found by visiting the website at www.FiveBuckClub.net.

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The Kerasotes Block E Stadium 15 will be part of Kerasotes ShowPlace Theatres' **Adult Friendly Shows** program which is being tested in several of the company's locations. In response to requests from many adults for a distraction free environment at the movies, the **Adult Friendly Shows** program has been piloted. All films beginning at 9:00 PM or later on Fridays and Saturdays 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.

About Kerasotes ShowPlace 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 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 1985. Currently, the company operates 96 theatres with 867 screens in Illinois, Indiana, Iowa, Minnesota, Missouri, Ohio and Colorado.

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