

June 10, 2005 - Muncie, IN

**KERASOTES THEATRES TO OPEN SHOWPLACE 12 MUNCIE MALL
“BATMAN BEGINS” TO PREMIERE AT GRAND OPENING JUNE 15**

Kerasotes Theatres announces the June 15 grand opening of its newest state-of-the-art theatre in Muncie. The theatre is located on E. Princeton Avenue, between Target and Kohl’s, in the Muncie Plaza – just behind Muncie Mall. The ShowPlace 12 Muncie Mall is a state-of-the-art multiplex offering stadium seating and digital sound in all auditoriums.

“With the opening of the ShowPlace 12, we are extremely happy to be able to further serve our loyal Muncie area patrons in time for the upcoming summer blockbusters, especially “BATMAN BEGINS” debuting when the theatre opens its doors on June 15th. The stadium seating, huge screens, and digital sound in our theatre will provide an excellent movie-going experience,” said Dean Kerasotes, Chief Operating Officer.

The ShowPlace 12 amenities include:

- Stadium seating that provides unobstructed viewing
- Luxurious high back rocker chairs with 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 1636)
- Internet Ticketing via Kerasotes.com or FANDANGO.com

Moviegoers will be able to choose from a terrific line-up of major motion pictures when ShowPlace 12 opens its doors on Wednesday, June 15. “Batman Begins” debuts at the theatre’s grand opening. Other features opening include “Mr. & Mrs. Smith,” “Madagascar,” “The Longest Yard,” “The Honeyymooners,” and “Crash.”

Kerasotes ShowPlace Theatres, LLC, a family owned company founded in 1909, has corporate offices in Chicago and Springfield, Illinois. With the opening of ShowPlace 12 Muncie Mall, the company will operate 77 theatres with 613 screens in the Midwest and is the nation’s eighth largest film exhibitor.

The media is invited to tour the theatre.
Contact Darlene Pautler at 317-289-1017 to schedule an appointment.



ShowPlace 12 Muncie Mall, 860 E. Princeton Ave., Muncie, IN 47303

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