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**Muvico Theaters Appoints Hal Cleveland President and CEO**

**Fort Lauderdale, FL—October 23, 2009**—Muvico Theaters, provider of the one of the world’s premiere movie experiences, has announced that Hal Cleveland has been appointed President and Chief Executive Officer, effective immediately. “We are extremely pleased that Hal has agreed to lead Muvico’s management team,” said Joseph Amaturro, Chairman of the Board. “His experience in the areas of operations and development should serve to further enhance the well-recognized and dynamic Muvico brand and take the company to new heights.”

As a thirty year industry veteran, Mr. Cleveland is recognized for his ability to create growth in new and competitive markets. He served previously as President and COO of Crown Theatres, a Connecticut based circuit of 180 screens. With a focus on customer service, the implementation of new marketing initiatives, expanded concession menus, and standardized operating procedures, Crown flourished under his direction. Mr. Cleveland also served as Senior Vice President, Development for Boston-based Hoyts Cinemas Corporation, a strong regional circuit of over 900 screens at its peak. While at Hoyts, he developed over 300 screens while significantly reducing building costs, while maintaining overall quality and customer satisfaction. Mr. Cleveland began his career at United Artists Theatres, where he progressed through domestic and international operations management to become Executive Vice President, charged with the oversight of more than 600 locations. Mr. Cleveland also guided the development of over 400 screens during his tenure at United Artists.

“The name Muvico Theaters is synonymous with quality. The state-of-the-art amenities, coupled with innovative technological and operational advancements, make Muvico a clear industry leader.” said Mr. Cleveland. “I look forward to working with the current management team of Muvico and leveraging my experience in strategic planning to provide a new period of growth for the company.”

Mr. Cleveland is a graduate of Indiana State University with a degree in History and Political Science. He and his wife Beverly have three children--Adrian, Sara, and Matthew.

Three of Muvico's former senior executives including Michael F. Whalen, Jr., its former President and CEO, Michael Wilson, its former Senior Vice President Development, and Hank Lightstone, its former Chief Operating Officer, are departing to form Paragon Entertainment, LLC, a venture to focus on theatre exhibition services and other entertainment related ventures. Paragon has plans to open three theatres in 2010, one at CocoWalk (Miami) and one at Block 37 (Chicago), and one in Fredericksburg, VA, which is a joint venture with Splitsville, an upscale bowling company.

Muvico Theaters presently operates nine locations and 154 screens in the states of Florida, California, and Illinois. The company's newest location debuted earlier this year at The Oaks Mall in Thousand Oaks, CA, a 1.1 million square foot open air shopping center owned by the Macerich Company. The facility is a 14 screen, 74,000 square foot theatre with Sony Premier 4K Digital Projection in all Theaters, VIP services, and a full service restaurant and bar.