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**MUVICO ENTERTAINMENT ANNOUNCES THE EXTREME MAKEOVER OF ITS
HIALEAH LOCATION JUST IN TIME FOR THE HOLIDAYS**

FORT LAUDERDALE, FL – September 17, 2010 – Muvico Entertainment announced this week that its Hialeah location will undergo a major remodel and reopen its doors in time for the upcoming holiday season.

Operated by Muvico since 1996, and refurbished several times over the past decade, the Hialeah Theater will once again be given a dramatic facelift, inside and out. This time, the makeover of the theater will be its most comprehensive redesign ever. Beginning with the creation of a whole new lobby, the theater's extreme makeover shall include full stadium seating complete with rocking-style seats with retractable armrests, the installation of Sony 4K digital projectors in every auditorium (providing moviegoers with the clearest high definition viewing experience available in cinema today), the addition of three Real D 3D capable auditoriums and a new family entertainment center, complete with over 100 of the latest arcade and redemption games.

"The makeover of our Hialeah theater is far more than a splash of paint here, and a patch there. We're talking about stadium seating, new screens, new state of the art projection and sound systems, new seats, new lobby, new concession items and a new arcade," said Muvico Entertainment CEO Neil Bretan. "When we reopen in December, our patrons will enjoy the world's premier movie experience and the highest level of customer service, the hallmarks of every Muvico theater."

Hialeah is the latest property in Muvico's theater chain to receive a top-to-bottom makeover. Most recently, Muvico completed multi-million dollar upgrades to its Pompano 18 Theater in Pompano Beach, Florida, its BayWalk 20 Theater in St. Petersburg, Florida, and its Starlight 20 complex in Tampa, Florida. Residents of Hialeah are excited for the changes at their beloved neighborhood theater.

Muvico continues to operate nine theaters in Florida, Illinois and California, including notably its two newest theaters in Los Angeles and Chicago, each of which features premiere auditoriums and an upscale restaurant. Muvico will continue to expand its nationwide presence, with plans for a new theater in Malvern, Pennsylvania, as well as additional theaters in the greater Chicago and Los Angeles areas.

Muvico Theaters, based in Fort Lauderdale, FL now currently operates 154 screens in nine movie theater locations.

