

## FOR IMMEDIATE RELEASE

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### **MUVICO THEATERS TRANSPORTS MOVIEGOERS TO NEXT LEVEL WITH THE MOST HIGH DEFINITION VIEWING POSSIBLE**

Muvico Theaters Want Guests to Have the Best Entertainment Experience  
With Baywalk 20 & IMAX Theaters Opening in IMAX Digital 3D

FT. LAUDERDALE, FL (March 9, 2010) – While local moviegoers line up to see the latest Tim Burton flick, *Alice in Wonderland*, what they will find amazing is the feeling of joining Alice falling down the rabbit hole. Muvico Theaters has upgraded and is offering a Digital IMAX 3D experience at their Baywalk 20 and IMAX Theaters...and that's not all the company has up their magical sleeve.

Muvico Theaters, the world's premier movie experience, believes in offering their guests an integrated experience that is not just about the movie. "We want the movie to be just a part of the overall entertainment experience. In addition to our state-of-the-art Digital 3D viewing, our theaters offer VIP areas with full service bars and restaurants, digital gaming, expanded concession offerings, reserved seating and online ticketing," said Zvi Cole of Muvico Theaters. Recently the Baywalk 20 & IMAX Theater location has added "The Gallery" which features independent films, rotating art exhibits featuring local and national talent, a wine and beer bar (21 and up) and extra roomy reserved leather seating.

Additional theaters in the surrounding Tampa-St. Petersburg area will also offer guests other incentives as well. Muvico Centro Ybor, which has Digital 3D, is currently offering Muvico Muvi Madness tickets Monday through Thursday all day and night at \$6.00, with \$1.00 valet parking, plus full premium bar to enjoy beer, wine and cocktails throughout the complex. The Muvico Starlight also with Digital 3D features the only SONY 4K Digital Theater in the region. The Muvico Palm Harbor is even offering tickets at a lower price of \$5.00 Monday-Thursday for a true Muvi Madness experience.

Muvico Theaters wants to make going to the movies a winning experience and rolls out the red carpet giving guests a movie experience they will truly remember.

**Muvico Theaters**, based in Fort Lauderdale, Florida, now currently operates 169 screens in ten movie theater locations. The corporate headquarters is located at 3101 North Federal Highway, 6<sup>th</sup> Floor, Ft. Lauderdale, FL 33306-1042