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MUVICO ENTERTAINMENT UNVEILS THE PINK POPCORN TUB IN SUPPORT OF NATIONAL BREAST CANCER AWARENESS MONTH AND SUSAN G. KOMEN FOR THE CURE®

FORT LAUDERDALE, FL – October, 2010 – To continue their commitment to philanthropic efforts, Muvico Entertainment has introduced the Pink Popcorn Tub to support National Breast Cancer Awareness Month and Susan G. Komen For the Cure®. During the month of October, concession counters at all Muvico Theaters locations nationwide will feature the Pink Popcorn Tub as a menu option to moviegoers. Each time a purchase of the pink tub is made, Muvico Entertainment will donate 50 cents to the Susan G. Komen Foundation to assist in breast cancer research. Additionally, all patrons who purchase the Pink Popcorn tub will receive free refills as a “thank you” for their part in helping to raise funds for such a worthy cause.

“The scourge of breast cancer continues to claim the lives of thousands of wives, mothers, daughters, sisters and friends each year. We are very pleased to have the opportunity to work with Susan G. Komen for the Cure® in its efforts to find a cure.” said Muvico Entertainment CEO Neil Bretan.

About Susan G. Komen Foundation

Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan’s compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested nearly \$1.5 billion since inception in 1982. As the world’s largest grassroots network of breast cancer survivors and activists, we’re working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure®, and generous contributions from our

partners, sponsors and fellow supporters, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

About Muvico Entertainment

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