

Statement for public release

RE: Regal construction plans for Charlottesville



Regal's goal all along has been to find a place for a state-of-the-art theatre. After announcing our plans to move forward with a re-build and expansion at our current location, we were approached with a new proposal from another project along the popular Seminole Trail corridor.

Regal has delayed filing paperwork for construction on our site while we negotiate with developers of the new site. If we are successful in securing a deal, then we will abandon plans to expand our existing theatre. Regal remains eager to provide Charlottesville moviegoers with a new cinema.

Regal is very appreciative of our loyal patrons in Charlottesville. While I cannot share numbers for individual theatres, I can characterize the business results. Box office totals for Christmas weekend were the highest of the entire year at both the Seminole Square and Downtown Mall cinemas. And Regal's box office numbers in Charlottesville topped all Christmas weekends in previous years.

In 2010, we hope to green-light a new Regal Cinemas one way or another. Our company is eager to move forward hopefully sooner rather than later. No further details are available. Once we have finalized a deal with the new site or determine that we should move forward with expansion, we will make an announcement at that time.

Comments may be attributed to:

Russ Nunley, Vice President of Marketing & Communications

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