



Regal Entertainment Group to Host Tennessee Benefit Screening of *The Twilight Saga: New Moon*

Film's stars Kristen Stewart and Taylor Lautner to attend in support of Variety

Knoxville, Tennessee – September 15, 2009 – Regal Entertainment Group (NYSE: RGC), a leading motion picture exhibitor owning and operating the largest theatre circuit in the United States, today announced that the Tennessee Benefit Screening of Summit Entertainment's *The Twilight Saga: New Moon* will be held at Regal Cinemas Pinnacle Stadium 18 on Tuesday, November 17. Proceeds from this advance screening will benefit Variety – The Children's Charity of Eastern Tennessee. Two of the film's stars Kristen Stewart and Taylor Lautner will attend this benefit screening of *New Moon*.

"Regal is honored to host the benefit screening of this eagerly anticipated film to raise money for Variety's special needs children. We sincerely thank our partners at Summit Entertainment and the visiting stars for making this possible. *The Twilight Saga: New Moon* is generating enormous interest and anticipation in every corner of the world. I am confident that this will be Variety of Eastern Tennessee's most successful fundraiser to date," stated Greg Dunn President and Chief Operating Officer of Regal Entertainment Group.

"We at Summit were happy to be asked to lend our support to this very worthwhile charitable event for Variety – The Children's Charity," said Richie Fay, Summit's President of Domestic Theatrical Distribution. "We look forward to celebrating the success of this event in Knoxville with our exhibitor partners at Regal Entertainment."

A limited number of tickets will be available to the public. There will be a drawing for the opportunity to purchase these \$100 general admission tickets to the event. Registration for the drawing will be held from October 9 – 11 during regular business hours exclusively at Regal Cinemas in Knoxville: Pinnacle Stadium 18, West Town Mall Stadium 9, Riviera Stadium 8, Knoxville Center Stadium 10, and Downtown West 8. There is no purchase necessary for registration. As sponsor of the drawing, Regal Entertainment Group employees and their immediate family members are not eligible to participate. To enter, you must be 18 or older. One entry per person will be accepted. Complete rules for the drawing will be available at participating theatres.

Winners will be selected by November 3 and contacted by phone for the opportunity to purchase two (2) general admission tickets for \$100 each. Tickets are not for re-sale. At the time of purchase, both guest names will be registered. For entry to the event, valid, corresponding identification must be shown.

Guests at the Variety benefit screening will enjoy a catered reception at Regal Cinemas Pinnacle Stadium 18. The reception will be held before Kristen Stewart and Taylor Lautner walk the red carpet to greet the crowd. After the red carpet reception, attendees will have the honor of being some of the first moviegoers to view *New Moon*.

Variety – The Children's Charity is a multi-million dollar philanthropic organization that spans the globe with 50 chapters in 14 countries, improving the lives of children through creative fundraising efforts, well-placed donations with

exceptional children's charities, and through its own charitable programs. With the help of volunteers and sponsors, Variety – The Children's Charity continues its mission to provide lifesaving and life-enriching assistance to children in need on the local and international level. The local chapter of Variety was founded in Knoxville by Regal Cinemas in 2001 and since then has generated more than \$2 million to assist children in East Tennessee.

In *The Twilight Saga: New Moon*, Bella Swan (Kristen Stewart) is devastated by the abrupt departure of her vampire love, Edward Cullen (Robert Pattinson) but her spirit is rekindled by her growing friendship with the irresistible Jacob Black (Taylor Lautner). Suddenly she finds herself drawn into the world of werewolves, who are ancestral enemies of the vampires, and finds her loyalties tested.

Based on Stephenie Meyer's book series, *New Moon* will be released on November 20 in theatres nationwide. This film has not yet been rated.

About Summit Entertainment LLC:

Summit Entertainment is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

About Regal Entertainment Group:

Regal Entertainment Group (NYSE: RGC) is the largest motion picture exhibitor in the United States. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,778 screens in 549 locations in 39 states and the District of Columbia. Regal operates theatres in all of the top 32 and 44 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations. Additional information is available on the Company's Web site at www.REGmovies.com.

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