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# AMC Theatres® Unveils Its First XL at AMC Auditoriums – Continuing Its Ongoing Commitment to Elevate the Moviegoing Experience Through the AMC Go Plan

*This Extra-Large Format (XLF) experience includes auditoriums that feature screens at least 40 feet wide and 4K Laser projection*

*XL at AMC auditoriums feature a branded entry, and an online showtime designation, making the XL at AMC auditorium easy for guests to identify*

*The first-ever XL at AMC auditoriums are now open in the Kansas City market at AMC DINE-IN Studio 28 in Olathe, Kan., and AMC DINE-IN Prairiefire 17 in Overland Park, Kan.*

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Theatres® (NYSE:AMC), the largest theatrical exhibitor in the United States and the world, today announced it has opened the Company's first two *XL at AMC* auditoriums, both in the Kansas City market. The Extra-Large Format (XLF) experience is officially branded and available to AMC guests for the first time ever at AMC DINE-IN Studio 28 in Olathe, Kan., and AMC DINE-IN Prairiefire 17 in Overland Park, Kan.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20250429415698/en/>

The first two *XL at AMC* auditoriums are officially unveiled at AMC locations in Kansas. AMC expects to bring up to 50 *XL at AMC* auditoriums to its U.S. circuit in 2025.

This "XLF" experience features a wall-to-wall screen of at least 40 feet wide

and 4K Laser projection, powered by Barco. Moviegoers can expect to see the biggest blockbusters on *XL at AMC* screens, in 2D and 3D formats. The *XL at AMC* experience will also allow more large-screen programming flexibility at AMC when multiple blockbusters are playing in theatres that also contain a Premium Large Format (PLF) screen.

This new *XL at AMC* initiative is designed to make it easier for guests to identify the largest non-PLF auditorium in theatres that have screens at least 40 feet wide. Every *XL at AMC* auditorium receives a branded entry, and easy-to-identify branding on the AMC website and mobile app.

The *XL at AMC* auditorium is the latest innovation under the AMC Go Plan, the company's forward-looking strategy to invest in and reimagine the theatrical experience for guests nationwide. From more and better PLF experiences, to luxury seating and cutting-edge laser

projection, to dynamic new food and beverage offerings, AMC is focused on delivering unmatched comfort, quality, and immersion.

AMC expects to unveil up to 50 XL at AMC locations by the end of 2025.

Adam Aron, Chairman and CEO of AMC Theatres, commented on the launch:

“XL at AMC is the next evolution in ensuring our guests know where they can find the largest screens at our theatres. We are excited to open our first XL auditoriums right here in our home state of Kansas, as we execute on the AMC Go Plan and reaffirm our commitment to redefining what it means to go to the movies.”

Guests at AMC DINE-IN Studio 28 and AMC DINE-IN Prairiefire 17 can book their tickets for the XL experience by looking for the XL logo next to showtimes on the AMC website and mobile app.

For showtimes, ticketing, and more information about the XL at AMC experience, visit [amctheatres.com](http://amctheatres.com).

## **ABOUT AMC ENTERTAINMENT HOLDINGS, INC.**

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 900 theatres and 10,000 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its Signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. For more information, visit [www.amctheatres.com](http://www.amctheatres.com).

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