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## AMC Stubs Soars Well Past 15 Million Member Households, Reflecting 600 Percent Growth in Two Years

*Moviegoers' Enthusiastic Response to the Launch of AMC Stubs A-List Helps Contribute to Valuable AMC Stubs Points Having Been Accumulated By Nearly 40 Million Americans*

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Theatres (NYSE:AMC) ("AMC") today announced that AMC Stubs, the Company's loyalty program, has grown approximately six-fold since its relaunch nearly two years ago, from approximately 2.5 million household members then to more than 15 million household members now. At the U.S. average of 2.6 people per household, that means valuable AMC Stubs points have been accumulated by nearly 40 million frequent American moviegoers.

Crossing well beyond the 15 million household member mark coincides with the launch of the new AMC Stubs A-List, which at first blush is playing to considerable interest amongst casual and frequent moviegoers. Through AMC Stubs A-List, members can enjoy all available showtimes up to three times per week, at all AMC theatre locations in the United States, in all of AMC's normal and premium formats -- including IMAX at AMC, Dolby Cinema at AMC, RealD 3D, Prime at AMC and BigD. AMC Stubs A-List can be used at the spur of the moment or also can make planning ahead days or weeks in advance possible, as securing tickets is made easy via the reservations capabilities on the AMCTheatres.com web site, or on the AMC Theatres smartphone app or at the box offices of AMC Theatres. AMC Stubs A-List members pay only \$19.95 per month (plus tax).

"The positive response we've seen in the launch of AMC Stubs A-List affirms yet another terrific movie-going element to AMC Stubs, already the most dynamic and vibrant loyalty program in entertainment today," said Adam Aron, CEO and President, AMC Theatres. "We are proud AMC Stubs has grown markedly to 15 million household members over the past two years, and we are excited that the prospects of AMC Stubs A-List are driving AMC even further ahead."

For information about AMC Stubs A-List and to sign up, guests can inquire at their local AMC Theatre, or at AMC's web site [www.amcstubs.com/alist](http://www.amcstubs.com/alist), or on AMC's iOS and Android smartphone apps after downloading or updating them with the latest app release.

### **About AMC Entertainment Holdings, Inc.**

AMC is the largest movie exhibition company in the U.S., in Europe and throughout the world with more than 1,000 theatres and 11,000 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 program, web site and smartphone apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. AMC operates among the most productive theatres in the United States' top markets, having the #1 or #2 market share positions in 22 of the 25 largest metropolitan areas of the United States, including the top three markets (NY, LA, Chicago). Through its Odeon subsidiary AMC operates in 14 European countries and is the #1 theatre chain in Estonia, Finland, Italy, Latvia, Lithuania, Norway, Spain, Sweden and UK & Ireland. In a joint partnership with The Development and Investment Entertainment Company, a subsidiary of The Public Investment Fund of Saudi Arabia, AMC also operates AMC Cinemas in the Kingdom of Saudi Arabia. For more information, visit [www.amctheatres.com](http://www.amctheatres.com).

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AMC Entertainment Holdings, Inc.  
Ryan Noonan, (913) 213-2183  
[rnoonan@amctheatres.com](mailto:rnoonan@amctheatres.com)

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