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AMC Theatres® Announces the Launch of Private Theatre Rentals at AMC Following a 4-Week Beta Test That Resulted in an Unprecedented Response of 110,000 Guest Inquiries

Following AMC's soft-launch beta test of a Private Theatre Rentals program in October, the Company received 110,000 guest contacts inquiring about a private theatre rental at AMC, more than quadrupling AMC theatre rental requests in all of 2019

Private Theatre Rentals at AMC start at \$99 plus tax and offer an automated booking process on AMC's website and mobile app, making it simple for guests to rent their own private screening

Popular new releases like TENET, THE WAR WITH GRANDPA and FREAKY are available through Private Theatre Rentals at AMC for up to 20 people with prices from \$149 to \$349 plus tax, depending on location

The Private Theatre Rentals at AMC rental fee includes the price of tickets for up to 20 people; there is no minimum food and drink purchase requirement

Surveyed AMC guests grade AMC theatre cleanliness in the U.S. at an all-time high

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Entertainment (NYSE:AMC), the largest theatrical exhibitor in the United States, in Europe & the Middle East and the world, today announced the official launch of Private Theatre Rentals at AMC, which are accessible through an automated booking and purchase system on the AMC website and mobile app. The launch comes four weeks after the initial beta launch of the product, which resulted in 110,000 inquiries around the country. This number of contacts about a private rental in a four-week period was achieved without any significant marketing or press announcement, and it dwarfs the total number of AMC's private theatre rentals in all of 2019 (26,000) by more than four-fold.

Guests wanting to book a private showing for up to 20 friends and family members can do so by going to amctheatres.com/rentals or by updating and using the AMC Theatres mobile app. AMC's automated theatre rental process makes booking simple. Guests need only to select a movie that's playing in their local theatre, the time and date of their requested showtime, confirm and checkout, and they'll be ready to enjoy their own private screening with whomever they choose to invite. Rentals must be made at least one day in advance and are subject to availability at the theatre.

Guests can rent out a showing at any of AMC's approximately 600 theatres nationwide for as low as \$99 plus tax for a wide array of popular movies. New releases like TENET, THE WAR WITH GRANDPA and FREAKY are available starting at \$149 plus tax, up to \$349 plus tax, depending on location and theatre. The rental charge covers the cost of up to 20 tickets, and there is no additional required charge or minimum for food and beverage as part of the rental. Consistent with AMC's policy, outside food and drink may not be brought into the screening.

All showtimes at all AMC locations, including Private Theatre Rentals, stringently enforce the AMC Safe & Clean policies and protocols, designed with the health and safety of our guests and crew in mind. This includes mandatory mask wearing and appropriate social distancing within the auditorium. In addition, AMC abides by all state and local directives regarding movie theatre operations, and in rare cases, the total allowed guest count may be less than 20 to comply with state and local directives. Private Theatre Rentals are the perfect complement to AMC Safe & Clean, as guests can choose their own audience for the big screen movie experience. As such, a Private Theatre Rental at AMC is a great option for birthdays, celebrations, holiday parties, family and friend get togethers, or for a guest who wants the experience of their own private screening.

Elizabeth Frank, EVP Worldwide Programming & Chief Content Officer commented, "The results and feedback from our guests about AMC Safe & Clean have been overwhelmingly positive, and Private Theatre Rentals at AMC provides an additional layer of safety and security to those moviegoers who are looking to see movies with just their family members and friends. It's unprecedented for AMC to receive 110,000 contacts in four weeks about a private theatre rental, based only on word of mouth and organic publicity, and we are excited about and appreciative of the interest this has sparked among AMC guests."

AMC SAFE & CLEAN

Upon returning to the movies, AMC guests can expect to experience AMC's comprehensive health and sanitation program: AMC Safe & Clean, which was developed under advisement of current & former faculty of Harvard University's prestigious School of Public Health as well as the No. 1 U.S. cleaning brand, The Clorox Company.

AMC Safe & Clean components include significant reductions in the maximum tickets available for each showtime and seat blocking in reserved seating auditoriums to allow for appropriate social distancing between parties, enhanced cleaning procedures that include extra time between showtimes to allow for a full, thorough cleaning and nightly disinfecting, use of high tech HEPA vacuums, upgraded air filtration efforts including the use of MERV 13 filters wherever possible, new guest and associate safety protocols that include mandatory mask wearing by all guests and associates, hand sanitizing stations throughout the theatre and the availability to guests of disinfectant wipes. The entire AMC Safe & Clean plan can be found at amctheatres.com/amc-safe-and-clean.

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 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 and subscription programs, web site and mobile 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 21 of the 25 largest metropolitan areas of the United States. AMC is also #1 or #2 in market share in 9 of the 15 countries it serves in North America, Europe and the Middle East. For more information, visit www.amctheatres.com.

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