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**REGAL ENTERTAINMENT GROUP TO INSTALL SONY 4K  
DIGITAL CINEMA PROJECTION SYSTEMS ACROSS ENTIRE CIRCUIT**

*Sony's State-of-the-art 4K Projection Systems Produce the Highest  
Levels of Resolution, Contrast and Image Quality for Regal's Patrons*

**KNOXVILLE, Tenn. and PARK RIDGE, N.J., May 18, 2009** – Regal Entertainment Group, the largest motion picture exhibitor in the world, and Sony Electronics announced an agreement for the installation of Sony 4K digital projection systems across its entire circuit over the next 3 to 5 years, which will create the most extensive 4K deployment to date.

“The rollout of these Sony 4K systems gives Regal the opportunity to utilize the latest technology to provide our patrons the best available presentation,” said Amy Miles, Regal Entertainment Group’s incoming chief executive officer. “Sony’s state-of-the-art 4K systems produce the highest levels of resolution, contrast and overall image quality.”

Approximately 1,500 of the Regal screens will also be outfitted for 3D digital projection, using Sony’s newly introduced dual-lens adaptor technology.

“Regal has always been at the forefront of merging technology with entertainment to create a dynamic movie-going experience,” said Gary Johns, vice president and head of Sony Electronics’ digital cinema business. “The innovative design and capabilities of the 4K

projectors are a perfect fit for supporting their commitment to deliver not only the highest-quality 2D and 3D digital projection, but also alternative content, live theatrical events and more.”

Sony 4K projectors offer the highest image resolution of all projection technologies, producing 8.8 million pixels. 4K technology provides image resolution four times greater than 2K projection systems and slightly more than four times greater than consumer high-definition televisions.

The Regal and Sony agreement is part of an initiative being led by Digital Cinema Implementation Partners, LLC (DCIP), an organization formed in 2007 by Regal Entertainment Group, AMC Entertainment and Cinemark USA, Inc. DCIP is charged with planning and implementing the deployment of digital cinema.

#### **About Regal Entertainment Group**

Regal Entertainment Group (NYSE: RGC) is the largest motion picture exhibitor in the world. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,763 screens in 547 locations in 39 states and the District of Columbia. Regal operates theatres in all of the top 33 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.

#### **About Sony Electronics**

Sony Electronics Inc. is headquartered in San Diego, Calif. and is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, manufacturing, sales, marketing, distribution and customer service. Sony's Broadcast and Business Solutions Company develops and manufactures video and audio technologies for professional applications including its 4K projectors for digital cinema, as well as technologies for broadcast television and motion picture production, event videography, ENG/EFP, digital cinematography, videoconferencing, IP surveillance and security, digital signage, and remote system diagnostics and monitoring. For more information about Sony's 4K projectors, visit [www.sony.com/digitalcinema](http://www.sony.com/digitalcinema).

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