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AMC THEATRES® AND MOVIO PARTNER TO ENHANCE MOVIEGOING AND GUEST ENGAGEMENT AT AMC

AMC Theatres to leverage Movio Cinema, Movio's analytics and targeted marketing Software-as-a-Service solution, to connect film fans to relevant movies and theatres with personalized content

Leewood, Kan., and Auckland, New Zealand (May 5, 2015) – AMC Theatres (NYSE: AMC) and Movio today announced a multi-year partnership to ensure movies of all scope, size and budget are more effectively promoted to guests who are most likely to be interested. The partnership, which is scheduled for rollout in July, will help ensure movie enthusiasts can find relevant information about all films, including independent productions and foreign language films, in a way that's tailored to the specific guest based on their moviegoing habits and interests.

AMC will integrate data from its loyalty program, AMC Stubs, which captures information from 2.4 million households, and its active and loyal industry-leading social media following with Movio Cinema, Movio's analytics and targeted marketing Software-as-a-Service solution. The result will be relevant and personalized content, such as movie trailers, movie news, special promotions, opening date information and show times - all delivered across the guests' preferred communication channels, including email, mobile and social media.

A social media trail blazer in the exhibition industry, using various social media platforms to drive guest loyalty, AMC has more Facebook "likes", Twitter followers and YouTube subscribers than the other three major U.S. exhibition companies combined. AMC Movie News YouTube channel has had more than 200,000 views every day. Last fall, AMC launched AMC Indie Spotlight, a YouTube show dedicated to discussion of independent movies.

The partnership will help AMC directly reach guests who are most interested in all films, in particular, smaller-budget and independent films. For example, a movie fan who visits AMC's YouTube channel to watch an independent film trailer can now receive a promotion for that independent movie when it begins showing at the local AMC theatre.

"Movie lovers want to see great movies, but some of the best movies can get lost in the shuffle," says Stephen Colanero, AMC Chief Marketing Officer. "As an exhibitor, we're just as happy having our theatres filled with guests watching three different independent movies on three different screens as we are with guests watching one blockbuster showing on all three screens.

Mr. Colanero adds: "AMC has built an industry-leading social media fan base and an industry-leading subscription-based loyalty program. This new partnership gives us the ability to use those tools to connect guests with the information and promotions they are most likely to love."

"Movio and AMC Theatres share a common vision in shaping the ultimate guest experience," says Movio Chief Executive Will Palmer. "Our immediate objective is to provide AMC guests with more personalized and relevant movie content across all digital and social platforms, including web, email, mobile, Facebook, Twitter and, YouTube. We can marry specific movie-related content to avid moviegoers based on their behavior and social actions, which will support AMC's goal of driving independent, foreign language film fans into the theatres."

Terms of the AMC-Movio agreement were not announced.

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About AMC Theatres

AMC Theatres (AMC) is the guest experience leader with 347 locations and 4,972 screens in the United States. AMC has propelled theatrical industry innovation and continues today by delivering more comfort and convenience, enhanced food & beverage, greater engagement and loyalty, premium sight & sound, and targeted programming. AMC operates the most productive theatres in the country's top markets, including No. 1 market share in the top three markets (NY, LA, Chicago).

Website: www.amctheatres.com

About Movio

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX:VGL, ASX:VGI), Movio's mission is to revolutionize the way the film industry interacts with moviegoers. Our flagship product, Movio Cinema holds comprehensive marketing data covering 21 percent of cinema screens worldwide (15,970 screens). Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains, and captures the behavior of 30 million moviegoers. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

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