



July 21, 2008
For immediate release:



**FOCUSING MORE THAN EVER ON CUSTOMER SERVICE AND EXPERIENCE,
R/C THEATRES OPENS THE WORLD'S
MOST ADVANCED THEATRE COMPLEX IN READING, PA, AUGUST 8, 2008.**

Designed to be the best possible destination to experience today's motion pictures, R/C Theatres announces the Reading Movies 11. TEN all Digital Cinema and HPS-4000® sound equipped theatres surrounding a large spectacular IMAX theatre promise a new level of motion picture entertainment for Reading. As one approaches this modern looking building, the first thing that stands out is the large and tall section in the center of the building. This is indeed the centerpiece of this new eleven theatre complex and the home of Reading's new IMAX theatre. The theatre is located at 30 N. 2nd Street, Reading, PA 19601. Phone number: 610 374 2828. Web address: www.rctheatres.com

Other amenities include: All Stadium Seating, highback rocking chairs with cupholders, Dolby sound processing, game room, party room, self ticketing, online ticketing and 3 hours of free parking available at all times in garking garage in front of theatre as well as in other area garages during peak performance periods..

IMAX is the Ultimate Movie Experience:

IMAX utilizes the world's largest film format. The 15/70 film is ten times larger than conventional 35 MM. With breathtaking, crystal clear images projected onto enormous

screens and accompanied by exhilarating sound from state-of-the-art surround sound systems, audiences feel like they are part of the action.

IMAX theatres feature screens as big as eight stories high and 120 ft/37 m wide, providing a premium and fundamentally different moviegoing experience: the ultimate and most immersive way to see a movie.

IMAX theatres are found in some of the most prestigious educational institutions and destination entertainment centers in the world -- and in a steadily growing number of premium commercial multiplex cinemas.

More than 200 original productions have been filmed for IMAX's format. These educational and entertaining films take viewers where they would otherwise be unable to go: from exploring the hidden secrets of a natural wonder like the Grand Canyon, to the inside of an atom and beyond the stars.

Hollywood studios are releasing more and more blockbuster movies in IMAX's format. (For a current listing of IMAX DMR films, please visit the Brand - IMAX think big Brand Marketing Toolkit section of IMAX Affiliates Online.)

THE IMAX TECHNOLOGY:

Invented and developed by IMAX, the IMAX motion picture systems are the most powerful and advanced high-precision motion picture systems. The key to the projection system's superior performance and reliability is the unique "Rolling Loop" film movement, providing the largest, clearest and steadiest pictures in the world. These spectacular images are further enhanced by IMAX's specially designed multichannel state-of-the-art digital surround sound system that delivers superb clarity and quality for maximum impact.

IMAX and Beyond:

In addition to the large format IMAX theatre, R/C Theatre's new Reading complex features ten of the most advanced theatres ever built for the presentation of motion pictures. Each of these comfortable stadium seat theatres will present today's movies in DLP Digital Cinema projection* powered by Christie projectors, Doremi servers and with HPS-4000 sound systems.

*For just the first few months Reading will retain one 35 MM auditorium. In 2009 both this 35 MM theatre and the IMAX theatre will be upgraded to D-Cinema.

About D-Cinema:

D-Cinema or Digital Cinema represents the most ambitious and far-reaching enhancement to the presentation of motion pictures since the introduction of sound. For over 100 years, films have been just that, films. Images have been photographed and projected using 35 or 70 millimeter film. As anyone who has scratched a negative knows, film can be a fragile medium. Indeed as time goes by, motion picture prints in conventional non-IMAX movie theatres are often degraded simply by showing them to the

public. Damage can even occur before the first showing on opening day. Often within a few weeks, or even days, noticeable dirt and scratches can appear. Images can also become unsteady as the prints wear with increasing use.

Digital projection is not only rock steady but it is as free from dirt and scratches on the last show of the last day as it is on opening day. This is because there is simply no more film. Instead the picture is stored digitally in a computer in the projection booth and projected on the screen by an entirely new technology developed by Texas Instruments known as Digital Light Processing or DLP. The resulting picture quality is flawless -- and remains so show after show for as long as the movie is presented.

Many movies today are also originally created with modern digital cameras. Following the editing and postproduction phase, such motion pictures are now shown in D-Cinema theatres in their most pristine quality.

How important is this? As we enter the D-Cinema age -- including the 3-D D-Cinema age -- movie theaters will, in the public's mind, need to offer a more high tech presentation.

Why? Never before has there been such a large, successful and technologically advanced home theater industry, providing the same movies for home viewing that were once available only in cinemas. Today when one walks into a home entertainment store, one is bombarded, even overwhelmed, with all kinds of high definition receivers and displays offering pictures of startling quality.

The public is obviously responding. Sales of flat screen televisions have exploded. As more households are equipped with high definition televisions and home theater systems, many people will undoubtedly raise their expectations when it comes to acceptable image quality in theatres. This raises the question of the future viability of projected 35 MM film presentations in movie theatres altogether.

There is also this: Surveys consistently reveal a public that believes that going out to the movies is too expensive. The obvious point being that the public wants more for its money.

The auditoriums in the new Reading Movies 11 are each designed from the ground up to meet this new and increasing demand for quality.

The Sound:

Descriptions of Digital Cinema often focus primarily on the superior image quality. However, there is another aspect that cannot be overlooked and that is D-Cinema's incredible sound. Motion picture soundtracks are the most complex recordings in all of audio. Literally thousands of elements are combined to bring the story to life with the goal of creating an unforgettable and compelling experience. The final sound mix is recorded on what is called a print master. This is the master recording of the picture's soundtrack and is today stored in the highest quality digital sound format available -- far superior than the familiar Compact Disk.

Until now, these soundtracks have been printed on 35 MM prints in a compressed and necessarily degraded form because there simply isn't enough space on the film prints to store all the original digital data for six and even eight discrete channels of sound. D-

Cinema presentations come complete with full uncompressed digital clones of the print masters, delivering the highest quality sound to audiences in the history of motion pictures. For audio engineers and all those who enjoy great sound, this is a most exciting breakthrough. Some would argue that the improvement in sound that D-Cinema brings to theatres is even greater than that of the picture.

But to realize and appreciate such sound quality, a theatre must have an outstanding sound system. And for this R/C Theatres has chosen one that goes far beyond those typically found in today's movie theatres, the HPS-4000 sound system from High Performance Stereo. In fact no company has a longer history with digital sound in cinemas as does HPS. High Performance Stereo Founder and President John F. Allen was the very first to bring digital sound to commercial movie theatres in 1984, leading the industry by a full five years.

Since it's earliest beginnings, HPS-4000 sound systems have garnered some of the most positive responses from theatre patrons ever received for a motion picture sound system. R/C Theatres' commitment to the ultimate in customer service and experience couldn't be more clear: No other theatre complex has offered an IMAX theatre as well as ten such advanced HPS-4000 equipped D-Cinema theatres in a single location.

HPS-4000® sound systems:

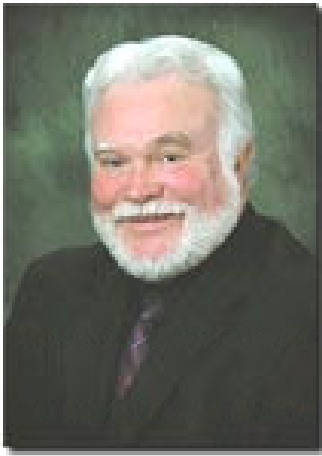
The HPS-4000 sound systems, of which there are now five classes, were originally developed in 1979 and were the very first to be designed with the awesome acoustic power demands of digital sound in mind. In addition to being the most powerful, the HPS-4000 sound systems are also distinguished by their clarity and natural sound quality -- a quality better than even the studio's. Or to put it another way, HPS-4000 sound systems are typically 4 to 8 times as powerful as their competitors and 6 times larger or more.

When one sits in an HPS-4000 equipped movie theatre one hears everything: not just the spoken words, but all the music in all its natural beauty, as well as the amazing sound effects so important to emotionally connecting the audience to the picture. All are heard in unexcelled detail. When one sees and hears a motion picture in a D-Cinema equipped HPS-4000 theatre, one experiences nothing short of the reinvention of moviegoing.

Another exclusive HPS-4000 feature is the extraordinarily uniform sound coverage. One can sit virtually anywhere and hear full stereo from the screen speakers as well as full envelopment from the mathematically located surround speakers. The placement of the surround speakers is precisely determined by formulas invented by John Allen that match the coverage patterns of the surround speakers themselves to the actual dimensions of each theatre. These are HPS-4000 exclusives.

One final note: HPS-4000 sound systems are designed so that the loudest possible movie will only use one quarter of the system's power. This assures that there will never be any possibility of distortion, one of the leading causes of complaints that movies are too loud. Instead audiences are treated to a dynamic and exciting experience -- one not available in the home!

About R/C Theatres and J. Wayne Anderson:



J. Wayne Anderson (left) is Chairman of Maryland-based R/C Theatres, which ranks as one of the nation's 30 largest cinema chains with 139 screens at 21 sites.

After serving in the USMC, where he managed the Freedom Hill Theatres in Da Nang, Vietnam, Wayne joined R/C Theatres in 1970 as a theatre manager. Promoted to District Manager in 1971 he distinguished himself with his knowledge and work on all aspects of motion picture theatre operations and was promoted to Vice President of Operations in 1976.

Promoted to President of Operations in 1983, Wayne ultimately purchased the company. Since then he has led the company through significant expansion and is a recognized leader within the motion picture exhibition industry. Today, Wayne also serves as Chairman of the National Association of Theatre Owners' (NATO) Cinema Buying Group.

CBG, the Cinema Buying Group is a program of the National Association of Theatre Owners, the trade association representing exhibitors in all 50 states and over 40 countries. The CBG was an independent corporate entity until October 2006, when the members voted to dissolve the entity and fold the program into NATO. NATO's board of directors had approved that measure at their annual board meeting in September 2006. The CBG was retooled in 2006 to become independent movie theaters' vehicle for digital cinema equipment and service. Today CBG serves 642 members with 8331 screens.

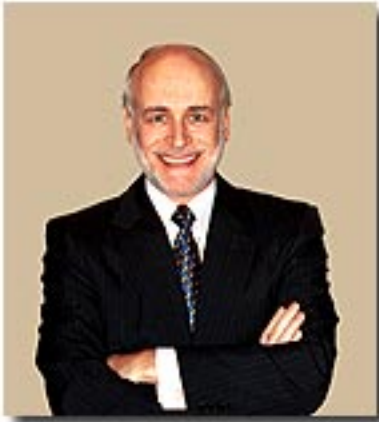
About IMAX Corporation:

IMAX Corporation (IMAX) has entertained and enlightened hundreds of millions. Standing for high quality family entertainment, the IMAX® brand is a powerful draw to audiences around the world.

Now, through the magic of IMAX DMR®, IMAX is revolutionizing the way moviegoers see live-action Hollywood films. IMAX DMR (Digital Re-mastering) technology transforms 35 MM films into IMAX's 15/70 format so that audiences can experience the adventure, drama and emotion of their favorite Hollywood films with the extraordinary IMAX visual clarity and sound quality.

In 1997, IMAX was awarded the sole Oscar® for Scientific and Technical Achievement by the Academy of Motion Picture Arts and Sciences. The award recognized IMAX's innovation in creating the world's best film capture and projection system as well as IMAX's acceptance as part of the entertainment mainstream. For further IMAX information, please visit <http://www.imax.com/corporate/content/corporate/intro.jsp>

About High Performance Stereo:



Newton, MA based High Performance Stereo began working in the motion picture industry in 1979. Earlier in 1976, company Founder and President John F. Allen (left) had designed and built a new sound system for the Hatch Memorial Shell, located on Boston's Esplanade. The installation was one of the largest stereo systems ever built in New England. On the Fourth of July 1976, he was responsible for the sound at the Boston Pops concert given there in honor of America's bicentennial. The audience of over 400,000 was listed in the "Guinness Book of Records" as the largest in concert music history. Mr. Allen also provided the sound feeds that were broadcast around the world via satellite and was awarded a special commendation by the President of the United States.

During his 5 year tenure at the Esplanade, Mr. Allen was responsible for the sound at hundreds of concerts and other performances. He worked closely with many orchestras, US military bands and ballet companies, as well as conductors Seiji Ozawa, John Williams, Harry Ellis Dickson and Arthur Fiedler.

The experience gained in those years with such a powerful sound system, one powerful enough to reproduce the Boston Symphony outdoors, was the inspiration for a new approach to sound systems in motion picture theatres culminating in the HPS-4000 sound system.

Debuted in 1980, the HPS-4000 systems have been widely recognized not only for their superior sound quality more demanding, no HPS-4000 loudspeaker has ever required replacement, nor has one ever been damaged by being overdriven.

HPS is dedicated to providing the finest audio quality possible in motion picture theatres and has been responsible for introducing 19 important movie sound system innovations.

For further HPS information, please visit www.hps4000.com

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