

Regal Guest Response System Offered in 114 Theatres

Regal Entertainment Group's Innovative Customer Service Initiative Adds 101 Locations

Knoxville, Tennessee – May 29, 2007 - Regal Entertainment Group (NYSE: RGC), a leading motion picture exhibitor owning and operating the largest theatre circuit in the United States, today announced 114 locations are now utilizing the Regal Guest Response System (RGRS). With RGRS, patrons can utilize an in-theatre paging device to alert management of any disturbances in an auditorium. In addition to Regal's existing program of auditorium checks by staff members, RGRS provides another way for management to be better informed and to react more quickly.

"Our initial test of the Regal Guest Response System was a success, and we are happy to offer this service to more of our moviegoers. The Guest Response System works in combination with regular auditorium checks by our staff to assist managers in providing superior customer service," stated Dick Westerling, Regal Entertainment Group Senior Vice President of Marketing and Advertising. "We work hard to ensure the best possible moviegoing experience in our theatres, so if a guest has a concern, we want to know about it. With the Guest Response System patrons can be our extra eyes and ears to alert us if there is a disturbance without having to miss part of the show."

Regal Entertainment Group theatres participating in the Guest Response System invite selected patrons to carry a paging device with them into the auditorium. One patron may participate for each of the theatre's auditoriums and for each movie showtime. The Guest Response device is a hand-held pager with four buttons. Each button alerts local management of a different problem such as: sound, picture, piracy or other disturbance. When the patron pushes a button, a message goes to a pager worn by a manager which tells them the nature of the concern, and in which auditorium.

Those patrons assisting in the Guest Response System are also members of the Regal Crown Club loyalty program. Through the Regal Crown Club, moviegoers accumulate credits at the box office and concession stand to earn free popcorn, soft drinks and movies. For their participation in the Guest Response System, Regal Crown Club members receive extra credits toward earning these great rewards. Regal Crown Club membership is free and is available either at REG theatres or online at www.REGmovies.com.

The Guest Response System was initially tested in 13 Regal Entertainment Group theatres. After receiving positive feedback from both managers and guests, Regal now offers RGRS in 114 locations. Regal will continue to roll out the Guest Response System as the program is further developed.

The Regal Guest Response System is available at theatres in these markets:

Albany, NY
CROSSGATES STADIUM 18

Amarillo, TX
AMARILLO STAR STADIUM 14

Atlanta, GA
ATLANTIC STATION STADIUM 16

HOLLYWOOD STADIUM 24 @ NORTH I-85
MALL OF GEORGIA STADIUM 20 + IMAX

Augusta, GA
AUGUSTA EXCHANGE STADIUM 20

Austin, TX
METROPOLITAN STADIUM 14

Baltimore, MD
HUNT VALLEY STADIUM 12

Baton Rouge, LA
CITIPLACE STADIUM 11

Bend, OR
OLD MILL STADIUM 16

Boise, ID
BOISE STADIUM 21 + IMAX

Buffalo, NY
ELMWOOD CENTER STADIUM 16

Charleston, SC.
CHARLES TOWNE SQUARE STADIUM 18

Charlotte, NC
STONECREST AT PIPER GLEN STADIUM 22

Cleveland, OH
MIDDLEBURG TOWN SQUARE STADIUM 16
SEVERANCE TOWN CENTER STADIUM 14

Dallas, TX
KEYSTONE PARK STADIUM 16

Dayton, OH
FAIRFIELD COMMONS STADIUM 20

Denver, CO
COLORADO CENTER STADIUM 9
DENVER PAVILIONS STADIUM 15
MEADOWS STADIUM 12
Denver, CO
COLORADO MILLS STADIUM 16

Fairbanks, AK
GOLDSTREAM STADIUM 16

Fresno, CA
FRESNO STADIUM 21 + IMAX

Ft Myers, FL
BELLTOWER STADIUM 20
HOLLYWOOD STADIUM 20 - NAPLES

Greenville, SC
HOLLYWOOD STADIUM 20

Harrisburg, PA
MANOR STADIUM 16

Hartford, CT
BRASS MILL STADIUM 12

Honolulu, HI
DOLE CANNERY STADIUM 18

Houston, TX
HOUSTON MARQ*E STADIUM 23 + IMAX

Jackson, MS
NORTH PARK STADIUM 14
PARKWAY PLACE STADIUM 10

Knoxville, TN
PINNACLE STADIUM 18

Las Vegas,NV
RED ROCK STADIUM 16
BOULDER STATION STADIUM 11
SUNSET STATION STADIUM 13
VILLAGE SQUARE STADIUM 18

Lexington, KY
HAMBURG PAVILION STADIUM 16

Los Angeles, CA
ONTARIO PALACE STADIUM 22 + IMAX
SOUTH GATE STADIUM 20
IRVINE SPECTRUM STADIUM 20 + IMAX
LONG BEACH STADIUM 26
AVENUES STADIUM 13
CAMARILLO PALACE 12
VALENCIA STADIUM 12
Los Angeles, CA
PARKWAY PLAZA STADIUM 18
TEMECULA STADIUM 15
ANAHEIM HILLS 14

Miami, FL

KENDALL VILLAGE STADIUM 16

MAGNOLIA PLACE STADIUM 16

SAWGRASS STADIUM 23

SOUTH BEACH STADIUM 18

Minneapolis, MN

BROOKLYN CENTER STADIUM 20

Nashville, TN

HOLLYWOOD STADIUM 27

GREEN HILLS STADIUM 16

OPRY MILLS STADIUM 20 + IMAX

New York City, NY

BATTERY PARK STADIUM 11

SHEEPSHEAD BAY STADIUM 14

STATEN ISLAND STADIUM 16

COURT STREET STADIUM 12

KAUFMAN ASTORIA STADIUM 14

COMMERCE CENTER STADIUM 18

NEW ROC CITY STADIUM 18 + IMAX

Norfolk, VA

MACARTHUR CENTER STADIUM 18

Orlando, FL

THE LOOP STADIUM 16

OVIEDO MARKETPLACE STADIUM 22

WINTER PARK VILLAGE STADIUM 20

WATERFORD LAKES STADIUM 20

Philadelphia, PA

BRANDYWINE TOWN CENTER STADIUM 16

DOWNINGTON STADIUM 16

HAMILTON COMMONS STADIUM 14

PEOPLES PLAZA CINEMA STADIUM 17

PLYMOUTH MEETING 10

RIVERVIEW PLAZA STADIUM 17

Portland, OR

CASCADE STADIUM 16

BRIDGEPORT VILLAGE STADIUM 18 + IMAX

LLOYD CENTER 10

LLOYD MALL 8

DIVISION STREET STADIUM 13

Raleigh, NC

BRIER CREEK STADIUM 14

NORTH HILLS STADIUM 14

Richmond, VA
VIRGINIA CENTER STADIUM 20
SHORTPUMP STADIUM 14

Sacramento, CA
NATOMAS MARKETPLACE STADIUM 16
EL DORADO HILLS STADIUM 14
MODESTO STADIUM 10

San Antonio, TX
NORTHWOODS STADIUM 14
CIELO VISTA STADIUM 18
LIVE OAK STADIUM 18
ALAMO QUARRY STADIUM 16

San Diego, CA
MIRA MESA STADIUM 18 + IMAX

San Francisco, CA
DEER VALLEY STADIUM 16
HACIENDA CROSSINGS STADIUM 20 + IMAX
EMERY BAY STADIUM 10
JACK LONDON STADIUM 9

Seattle, WA
EVERETT MALL STADIUM 16
PARKWAY PLAZA STADIUM 12
AUBURN STADIUM 17
LAKEWOOD STADIUM 15
MARTIN VILLAGE STADIUM 16
MERIDIAN STADIUM 16

Shreveport, LA
LOUISIANA BOARDWALK STADIUM 14

St Louis, MO
ST LOUIS MILLS STADIUM 18

Tampa, FL
HOLLYWOOD STADIUM 20 - SARASOTA
CITRUS PARK STADIUM 20

Washington, D.C
GALLERY PLACE STADIUM 14
BALLSTON COMMON STADIUM 12
FREDERICKSBURG 15
POTOMAC YARD STADIUM 16
ROCKVILLE CENTER STADIUM 13
BOWIE STADIUM 14
WESTVIEW STADIUM 16

West Palm Beach, FL
ROYAL PALM BEACH STADIUM 18

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 6,340 screens in 529 locations in 39 states and the District of Columbia. Regal operates approximately 18% of all indoor screens in the United States including theatres in 43 of the top 50 U.S. markets and growing suburban 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. Additional information is available on the Company's Web site at www.REGmovies.com.

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