



FOR IMMEDIATE RELEASE

CONTACT:

Katie Casey

Formula

310-578-7050

casey@formulapr.com

**MOVIETICKETS.COM LAUNCHES PAPERLESS
MOBILE MOVIE TICKETING PROGRAM**

Online movie ticketing service partners with Mobiqa to offer a trial for consumers to receive tickets as bar codes on mobile devices

LOS ANGELES (Jan. 11, 2009) – MovieTickets.com, the worldwide leader in advance movie ticketing, today announced a strategic relationship with Mobiqa, world leader in mobile barcode ticketing solutions. Together they will launch a paperless, mobile ticketing pilot program that will allow consumers to send their movie tickets directly to their mobile devices.

During the pilot, moviegoers who purchase tickets at MovieTickets.com for show times at participating Classic Cinemas theaters in Chicago will have a bar code sent to their mobile phones via SMS WAP Link, MMS or email WAP Link. The bar code, acting as a mobile ticket, will then be scanned at the theaters and will replace the existing paper tickets.

“The results of this program could certainly impact the future of movie going options,” said Joel Cohen, executive vice president and general manager, MovieTickets.com. “The paperless system will streamline the ticket redemption process by making it easier for both moviegoers and theater staff.”

“Classic Cinemas specializes in providing outstanding guest service at a value in our classic themed state-of-the-art theatres,” stated Chris Johnson, vice president, Classic Cinemas. “We’re thrilled to partner with MovieTickets.com to create a mobile ticketing process that incorporates the latest technologies for an efficient ticket buying process.”

Mobiqa currently offers mobile movie ticketing at locations across Europe and Australasia.

For more information or to speak with a MovieTickets.com representative, contact Formula at (310) 578-7050 or via e-mail at casey@formulapr.com.

About Mobiqua

Mobiqua is world leader in mobile phone ticketing and couponing solutions. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, SMS WAP Link, Email WAP Link and MMS technology. The company has created a number of 'world firsts' in the entertainment, transport, and retail sectors and work with some of the world's leading players within these industries. Mobiqua's patented barcode technology is available in over 200 countries worldwide. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua-cinema.com

About MovieTickets.com

MovieTickets.com (www.movietickets.com), the worldwide leader in advance movie ticketing offers moviegoers a destination for movie news, reviews and trailers as well as a convenient way to buy movie tickets in advance. MovieTickets.com enables consumers to buy tickets online for movie screens across the United States, as well as in Canada at MovieTickets.ca; in the U.K. at MovieTickets.co.uk; in Ireland at MovieTickets.ie; in Argentina at MovieTickets.com.ar; from any Internet-enabled wireless device at mobile.movietickets.com; and from any phone at 877-789-MOVIE. Formed in 2000, MovieTickets.com is a joint venture between AMC Entertainment, Hollywood Media Corp. (NASDAQ: HOLL), National Amusements, Cineplex Entertainment, Marcus Theatres (NYSE: MCS), Viacom (NYSE: VIA) and Time Warner, and leverages the collective theater chain expertise to deliver consumers a premium movie ticketing experience. Its elite collection of partner theaters consistently represents over 50 percent of the top 100 grossing theaters in North America on any given weekend. The MovieTickets.com theater chain group, which includes 174 theater chains, is about seven times the number of chains of its nearest competitor.

MovieTickets.com exhibitors currently include:

Abingdon Cinemall, Academy 8 Theaters (P & G Theaters), Access Digital Theatres, Alco Theaters, All Star Entertainment, Allred 5 Theater, AMC Theatres, Amherst Cinema Art Center, Aperture Cinema, Arena Grand Theatre (Columbus Hospitality), Ashbrie Cinemas, Atlantic Theaters (Movies at Midway), Atlas Cinemas, Avon Theater, Ayrslay Grand Cinemas 14, B&B Theatres, Bank Street Theatre, Back Seat Conceptions (941 Theater), Bowtie Cinemas, Brooklyn Academy of Music, Bryn Mawr Movie Theatre Co., Camera Cinemas, Carolina Cinemas, Celebrity Theatres, Channelside Cinemas, Cinema Beloeil (Quebec, Canada), Cinema Centers, Cinema Four-Quad (Quad Cinema), Cinemagic Movies, Cinemagic Theatres (MN), Cineplex Odeon, Cinemax Bantry (Ireland), Classic Cinemas, Classic Listowel (Ireland), Clearview Cinemas, Cleveland Cinemas, Continental Cinemas, Cornelius Cinemas, Dickinson Theatres, Dipson Theatres, Drexel Theatres, Eastern Shores (O'Neil Theaters NE), Eastpoint Movies 10, Emagine Entertainment (Cinema Hollywood), Empire Theatres (Canada), Entertainment Retail (Hollywood Hits), Elvis Cinemas, Eveningstar Cinema, Famous Players, Film Forum, Fine Arts Theatre - Beverly Hills, Flagship

Cinemas, Fox Bay Cinema Grill, Foxmoor Movies, Frank Theatres, Funasia Theaters, Galaxy Cinemas (Canada), Galaxy Cinemas (GA), Galaxy Cinemas (NC), Gateway Theater, Greater Huntington Theatres, Greenville Cinemas (Camelot Cinemas), Hawthorne Theater, Hallett Cinemas, Harkins Theatres, Harrisonville Cinema, HLB Entertainment (Palace 9, Majestic 10), Hollywood Cinemas (UK), Hollywood Cinemas (UK) - Lowestoft, Hollywood Cinema 9, Hollywood Premier Cinemas, IFC Center, Island Cinemas, Jane Pickens Theater and Event Center, Jarvis Conservatory, Kew Gardens (and Cobble Hill), K&G Theaters (Bloomfield 8), Krikorian Premiere Theatres, Lafitte Cinema 4, Landmark Theatres (and Ritz Theatres), Lee Neighborhood Theaters, Liebe Entertainment Group*, Live Chicago Music, M Park 4 Multiplex Cinema, Marketplace Cinema, Maplewood Theatre, Maiden Alley Cinema, Main Street Cinemas, Main Street Theatres, Mall of America 14, Majestic Crest Theatre, Malco Theatres, Mann Theatres, Marcus Theatres, Marquee Cinemas, Mary Riepma Ross Media Arts Center, Metropolitan Theatres, Mission Grove Theaters, Missouri Cinema 6, MJR Theatres, MnM Theatres, Morley Theatre, Moore Family Theaters, Movie Tavern, MovieMax Theatres, Movie World Cinemas, Muvico Theaters, My Town Cinemas, NCG Cinemas, NAOS Entertainment, EPIC Cinemas, Narberth Theatre, National Amusements, Nelsonville Movies 10, North American Cinema, Oasis Cinema, Omniplex Theatre Group, O'Neil Theatres (Louisiana), O'Neil Cinemas, Pacific Theatres, Paris Theater, Pavilion Cinema (UK), Penistone Paramount (UK), Penn Cinema, Phoenix Theatres (MI), Phoenix Theatres (TN), Pickwick Theatres, Plaza Cinema Café, Premiere Cinemas, Prytania Theatre, Quarry Cinemas, Rail Road Square Cinema, Rave Motion Pictures, Regal Theater Stowmarket (UK), Regency 8 Cinema, Republic Theater Group, Rheem Theater, Rio Entertainment, Riviera Cinemas, Roxy Theatres, Royal Cinema, Safari Cinema, Santikos Theatres, Sayville Theatre, Schulman Partners (Colleyville Cinema Grill, City Lights Cinema), Scotiabank Theatres, Sea Turtle Cinemas, ShowBiz Cinemas, Showplace Cinemas, Silver Screen Cinemas, Silver Screen Partners, Southern Theatres, Southeast Cinemas, Speciality Cinema & Grill (Bermuda), Spotlight Theatres, Starplex Cinemas, Startime Entertainment, Star Cinema 6, Stone Theaters, Studio Movie Grill, Sunrise Cinemas, Syracuse Stadium 6, Tango Theaters, The Cinemas (Aruba), The Movies Curacao (Curacao), Terrace Theaters, Torch Theaters, Tower Theaters, Trans-Lux Cinemas, Tri City Theatre, United Entertainment Corp., UltraStar Cinemas, Virginia Motion Pictures, Village Theaters, Warren Theatres, Watson Theatre, Wellfleet Cinemas, and Westates Theatres.

###