



DOING THE
MOST GOOD™



BOYS & GIRLS CLUBS
OF GREATER CHARLOTTE

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**THE SALVATION ARMY BOYS & GIRLS CLUBS OF GREATER CHARLOTTE CLIMBS
ABOARD THE MOVIE EXPRESS THIS SUMMER**

Regal Entertainment Group Gives Club Members an Opportunity to Beat the Summer Heat

CHARLOTTE, NC, JULY 11, 2011 – Summer is here again and parents want their kids active, engaged and entertained. With record summer heat, they also want some relief in a cool and comfortable place. Thanks to the partnership between Regal Entertainment Group and Boys & Girls Clubs of America, members of The Salvation Army Boys & Girls Club of Greater Charlotte will enjoy the movies with the *Summer Movie Express*. Regal Entertainment Group is providing the Club with a grant to help cover expenses like transportation and tickets.

“Our Boys & Girls Club members are thrilled to participate in Regal Entertainment Group’s *Summer Movie Express*,” said Marty Clary, Executive Director of the Boys & Girls Club of Mecklenburg and Union counties. “The number of youth we serve often doubles in the summer months; therefore we’re always grateful for opportunities that offer fun and engaging activities for our young people. Most importantly, we can leverage this experience to stretch their imagination, while opening doors to a world of exploration and excitement.”

The Salvation Army Boys & Girls Club of Greater Charlotte shares the joy at Starlight Stadium 14 located at 11240 US Highway 29 in Charlotte, where Club members add fun at the movies to their summer activity list.

“Regal Entertainment Group is extremely proud of our relationship with Boys & Girls Clubs of America and we are pleased to continue offering resources for local Clubs to take their members to movies at our theatres,” said Dick Westerling, senior vice president marketing and advertising for Regal Entertainment Group. “Since 2004, our theatres across the country have worked closely with local Boys & Girls Clubs to coordinate and customize this experience for each community.”

At Regal's Summer Movie Express, moviegoers of all ages can climb aboard to enjoy a great selection of films. During this 9-week festival, select Regal Cinemas, United Artists and Edwards Theatres will offer G or PG rated movies for only a dollar on Tuesdays and Wednesdays at 10:00am.

The Salvation Army Boys & Girls Clubs of Greater Charlotte have played an integral role in the Charlotte community since 1935, providing daily programs and services to more than 2,100 young people. The Club is open daily with programs that emphasize education and career enhancement, character and leadership development, health and life skills, the arts, sports, fitness and recreation.

About Regal Entertainment Group

Regal Entertainment Group (NYSE:RGC) is the largest motion picture exhibitor in the United States. The Company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,657 screens in 535 locations in 37 states and the District of Columbia. Regal operates theatres in 43 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. Additional information is available on the Company's Web site at www.REGmovies.com

About The Boys & Girls Clubs of Greater Charlotte

The Boys & Girls Clubs was founded locally in 1935 on North Poplar Street. Today 7 clubs serve over 2,100 school-age children. Programs include academics, recreation, the arts, character and leadership, and health and life skills. The clubs are located in diverse neighborhoods from Charlotte Housing Authority sites, to Davidson, to the nation's only club in a homeless shelter. The Boys & Girls Clubs is a division of The Salvation Army of Greater Charlotte. www.bgccharlotte.org

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