

Want to boost sales for your clients?...

**How To Sell 22 Million Captive, Volunteer Consumers Every Month...
Discover *Unique Advertising* So Effective It Provides You With 70% Same Day, Unaided Recall (Compared To 18% For TV)**

(And Get A FREE Popcorn Popper For Yourself With A Continuous Supply of Movie Theatre Popcorn)

Dear Media Buyer,

You are about to learn about unique high-impact advertising that reaches 22 million movie going consumers each and every month. Now you have the opportunity to sell to this captive, volunteer consumer audience in an extremely cost-effective way.

The advertising opportunity you have in your hands today is so remarkably effective you'll be amazed. In fact, research indicates that advertising on our movie theatre's big screens offers much greater recall than conventional media. Consider this:

- Your ad gets a whopping 70% same day unaided recall—compared to a mere 18% for TV.
- Your ad gets 50% unaided recall next day
- 56% of movie-goers who saw the pre-feature advertising presentation had a positive purchase attitude toward the product advertised.

Allow me to introduce myself. My name is _____. I am the CEO of Regal CineMedia/Regal Entertainment Group (REG)—a subsidiary of United Artists. We are the largest owner of movie theatres in the world. We provide you with the opportunity for

advertising your client's product or service in REG's 550 theatres on more than 6,000 screens.

We provide a number of unique advertising venues for you to choose from. I'll tell you all about your options in a moment, but first let me tell you how you can...

Make A Huge Impact With Larger-Than-Life Images On A 40 Foot Big Screen And Sell More Of your Clients Products

Imagine the impact your ad would make on a huge larger-than-life big movie screen! This advertising venue is *so effective* that an amazing 70% of viewers have unaided same day recall. When you consider TV has an 18% same day recall, there's just no comparison.

Pay attention to this one. Just think about it. Big screen movie theatre advertising has a 62% larger same day unaided recall than TV! That's a huge and *very significant* difference. It's that difference that will help you SELL MORE of your client's products and services. And you'll be able to reach 22 million captive, volunteer consumers! These consumers cross all demographics even the hard to reach ones. In fact...

You Can *Easily* Sell Hard To Reach, Trend Setting Younger Consumers In Huge Numbers In Their Leisure Time

With TV HUT levels traditionally lowest on the weekends, big screen advertising is a proven way to reach younger demographics in their leisure time.

If you have clients hungry to sell to younger consumers in an extremely cost-effective, high-impact way, big screen advertising is second to none!

Why Big Screen Advertising Is SO EFFECTIVE

As I mentioned, you can easily reach 22 million consumers in all demographics, including younger consumers. Larger-than-life big screen images provide a very powerful selling tool you should definitely consider. The reason these advertising images are so powerful is ROLLING STOCK.

Rolling stock is high quality advertising with all the impact that sight, sound and motion can deliver. These spots can be anywhere from 15 second to 3-1/2 minute executions. Imagine the impact your advertising can make on a 40 foot screen with surround sound! And think about this...

These spots are delivered to consumers where they choose to be. At the movies, enjoying themselves tremendously.

Again, why rolling stock? One word—**IMPACT!** No other media can deliver such a powerful larger-than-life audio-visual experience! And it delivers it in a captive environment targeted to a highly desirable audience. For this reason alone, rolling stock provides recall that is greater than commercial television.

In short, rolling stock advertising on a big screen gives you...

- Powerful impact, high quality advertising
- High recall and positive purchasing attitude
- The powerful impact that sight, sound and motion provides
- Displayed on an impossible-to-miss 40 foot screen with surround sound
- Comfortable stadium seating
- Delivered to a captive, voluntary audience

More benefits of rolling stock on a movie theatre big screen are:

- Target your buying audience:
- By rating (G, PG, PG-13, R)
- Region and local markets
- Zip code

And if you're still not convinced, let me tell you why you should market to movie theatre audiences and why you should choose REG theatres...

REG Movie Goers Have The Demographics You're Looking For

REG's consumer demographics are:

- Age: 61% between 18 and 49, 39% are 50 and older
- Gender: 47% male, 53% female
- Kids in HH: 44% with children under 18
- Education: 55% of our adult movie-going audience has attended/graduated college.* Of these adults, 37% have college degrees or higher, 63% have at least some college.
- 43% are in the two highest TV viewing segments
- 85% have bought or leased a new or used car in the past and 52% have bought a new auto in the past

REG's market share:

- REG's 550 movie theatres with 6,000 screens entertain 22 million movie goers every month. That's 25% of the movie screens in America
- We are in 10 of the top 10 DMA's
- We are in 25 of the top 25 DMA's
- We are in 44 of the top 50 DMA's

*Source: Mediamark Research, Inc. Doublebase 2001

- 89% are in the A/B counties

Another reason for advertising with REG is absolutely delicious...

You Get A FREE Popcorn Popper With A Continuous Supply of Real Movie Theatre Popcorn

Should you decide you'd like to advertise with us, we will send you with our compliments, a FREE popcorn popper with seasoning packets and a supply of popcorn. Then every other month, we'll send you more FREE popcorn and seasoning packets for your continuous enjoyment.

Just imagine having real movie theatre popcorn anytime you want! You can put it in your company's lunchroom or, you can decide to keep it for yourself in your own office. Either way, the free popcorn popper and the continuous supply of seasoning and popcorn are yours to enjoy, with our compliments.

You won't get the FREE popcorn popper and popcorn with seasoning packets unless you advertise with us. So let me tell you some other exciting ways you can advertise your client's products and services at our movie theatres...

More Cost-Effective, Powerful Advertising Venues For Boosting Sales For Your Clients

Speaking of popcorn...you can have your target market literally eating out of your hand...

- Popcorn Bag Sponsorships. This creative form of advertising cuts through the clutter. Your ad is literally in your prospect's hand. Making multiple impressions, the customer will see your ad in the lobby, during the movie and even after the movie, as he buys more to carry out.

This unique advertising form can bring your message to movie-goers across the country.

- Lobby Signage. Promote your product in our lobbies with standees, counter cards, static clings, mobiles, danglers, etc.
- Product Sampling and Coupon Distribution. Looking to induce trial by sampling in a proven, receptive environment? We offer you sampling bins which you can customize

with header cards. You can deliver more than 5 million samples per month. Coupons can be given out at the box office with ticket purchase.

- Discount Ticket Programs. Three great discount ticket programs are available so you can reward employees and clients with the best in movie entertainment.

More Cost-Effective, Proven Big Screen Advertising Venues

- Video Entertainment Group. A larger-than-life presentation is tailored to blend movie trailers and music videos with commercials in theatre lobbies and concession areas. You can choose 30 second or 60 second spots.
- Pre-Feature Slide Program. This program includes a variety of big screen images promoting your client's product to movie-goers interspersed with a mix of trivia and a behind-the-scenes look at the movie industry. You get:
 - * Three "movie quality" images displayed on the big screen
 - * Each image displayed approximately 10 to 12 seconds
 - * Each image seen 1.5 to 2 times prior to the feature
 - * Maximum limit of 12 advertisers per month
 - * 4-week flights

Increase Sales For Your Clients And You'll Both Make More Money, Now!

Are you ready to boost sales for your clients? You now have the tremendous opportunity to make more money for your clients and increase YOUR fortunes as well. Effective advertising that increases your client's bottom line is what they want. Imagine how grateful they'll be when they make more money because of YOU! You'll be a real hero to them and they won't forget it. When they want more sales boosting advertising—they'll come to YOU.

And very likely, you'll be able to generate more clients when you tell them of your success with how you increased sales for other clients.

Advertise your client's product or services in our venue and you'll get extremely powerful, high impact marketing that's extremely cost effective. In fact...

Our Low Price Point Makes Powerful, Effective Advertising So Affordable

If you're thinking...advertising this powerful, this effective, must be expensive...nothing could be further from the truth. Our advertising venues are so cost-effective you'll be truly amazed!

Why not give us a call now? You have nothing to lose by checking it out. Our experts will take you by the hand and give you all the information you need to make an informed decision. Simply call 800-800-8000 and you can get started making more money for you clients right away. And don't forget...

Advertise With Us And Get Your FREE Popcorn Popper And Continuous Supply of Movie Theatre Popcorn

Boosting sales for your clients is a reward in itself. But in order to show our appreciation for allowing us to be your advertising venue, we will send you a FREE popcorn popper and a continuous supply of movie theatre popcorn.

Not only will you be a real hero in your office for increasing sales for your clients, every one will be reminded of it EVERY DAY when they enjoy the delicious treat of movie theatre popcorn.

So what are you waiting for? It would be silly not to, at least, check it out. So give us a call RIGHT NOW! You have nothing to lose—the call is even free. So pick up the phone and call our toll free number at 800-800-8000. Our experts are waiting to help you increase sales for your clients, NOW!

Sincerely yours,

_____, CEO
Regal CineMedia/Regal Entertainment Group (REG)

P.S. CALL NOW! You can start boosting sales for your clients right away.

P.P.S. The FREE popcorn popper and continuous supply of movie theatre popcorn is a limited offer. Act now to be sure to get yours.