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ARCLIGHT AND AFI LAUNCH JOINT PROGRAMMING INITIATIVE

New Theatre Concept to Serve as Home for AFI International Film Series, AFI FEST 2002 Programming

HOLLYWOOD (March 19, 2002) -- ArcLight Hollywood has announced a joint programming initiative with the American Film Institute (AFI) that will help establish the new theatre concept as the preferred venue for movie lovers and the presentation of film. The initiative was announced by Christopher Forman, ArcLight Cinema Company Chief Executive Officer, and AFI Director and CEO Jean Picker Firstenberg.

The relationship calls for the presentation of an international film series at ArcLight that will include New Latin Cinema, New Asian Cinema, New European Cinema, American Voices, a program spotlighting international film and Global presentations of documentaries and shorts, as well as a series of premieres and special events.

"ArcLight was created to celebrate the vast spectrum of film, and this joint initiative with AFI, an organization which has led efforts to promote film and film makers throughout the world, will help us achieve our goal," said Forman. "We are thrilled to be working with Jean Picker Firstenberg and her team, and to present thought provoking film to a broad audience."

In addition to the international program, ArcLight will host a number of AFI FEST 2002 presentations this coming November. The relationship was launched today with a special screening of the director's cut of "Amadeus." "Amadeus" executive producer Saul Zaentz and stars Tom Hulce, F. Murray Abraham, Elizabeth Berridge, Jeffrey Jones, and Vincent Schiavelli were on hand for the event.

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“ArcLight and the Dome Entertainment Center will play an integral part in the revitalization of Hollywood and AFI is proud to be involved in the programming,” stated Ms. Picker Firstenberg. “The ArcLight concept, which provides for an expanded, complete moviegoing experience, is an innovative next step in film presentation and AFI looks forward to working with ArcLight in bringing great films to this great new venue.”

About ArcLight

ArcLight, a theatre concept created by Pacific Theatres, features an unprecedented combination of technology, amenities, comfort, and customer service for the discerning movie lover. ArcLight offers guests a connection to films and the filmmaking community through a variety of experiential offerings, including special exhibits, guest speaker series, film festivals, retrospectives and special engagements. ArcLight guests are treated to an immersive moviegoing experience throughout their visit, from guaranteed reserved seats in every auditorium and ticket purchase options including online, phone, onsite automated kiosks, and traditional box offices to unique food and beverage opportunities. ArcLight Hollywood is the first application of the new concept and is located adjacent to and includes the historic Cinerama Dome on Sunset Boulevard. The next ArcLight Cinemas opening is scheduled for Bellevue, Washington in 2003.

About the Dome Entertainment Center

ArcLight Hollywood and the Cinerama Dome are the centerpiece of the new Dome Entertainment Center in Hollywood, a key element of Hollywood’s revitalization efforts. In addition to the theater, this \$100 million, 220,000 square foot project includes a 50,000 square foot health club and a variety of food and retail opportunities. The project is a partnership with the Los Angeles Community Redevelopment Agency (CRA), which issued tax exempt bonds to finance construction of the parking structure, which it will own and operate.

About AFI

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los

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Angeles International Film Festival (AFI FEST), the AFI National Theater at the Kennedy Center in Washington, DC, and the annual AFI Life Achievement Award, the highest honor given for a career in film. More information about AFI can be found at www.AFI.com.

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