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Market**W**atch

Carmike Cinemas' New 12-Screen Entertainment Complex in Spring Hill, TN to Celebrate Grand Opening on June 18th

By

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Carmike Cinemas to host Charity Event Benefitting The Well Outreach Featuring Special Movie Ticket Discounts and Opening Day Concession Promotions

SPRING HILL, Tenn. & COLUMBUS, Ga., Jun 17, 2015 (BUSINESS WIRE) -- [Carmike Cinemas, Inc. CKEC, +1.36%](#) a leading entertainment, digital cinema and 3-D motion picture exhibitor, today announced the grand opening of the new Carmike 12 entertainment complex featuring the 'BigD' premium experience in Spring Hill, Tennessee (2068 Crossing Circle, Spring Hill, TN 37174). The theatre will open at 6:00 pm (local time) on Thursday, June 18th, 2015.

To celebrate the grand opening, the Carmike 12 will open its doors at 3:00 pm (local time) to host a charitable event benefiting [The Well Outreach](#), offering movie tickets, popcorn and drinks priced at \$2.00 each. The grand opening weekend will also feature the finest in Hollywood entertainment, including the debut of Disney's highly-anticipated 3-D animated feature *Inside Out* beginning at 7:00 pm (local time). Please visit www.carmike.com for exact show times and to purchase tickets.

To celebrate Carmike 12's debut, guests who attend the theatre opening weekend will enjoy a **FREE Coca-Cola Freestyle Fountain Drink** (small) with their ticket purchase through close of business Sunday, June 21st. Carmike is also proud to present an expanded concessions menu that includes hot food items. Additional promotions at this location include:

Stimulus Tuesday – \$2.00 popcorn, \$2.00 fountain drinks and \$2.00 candy with ticket purchase every Tuesday.

Super Bargain Matinee – \$5.75 admission prices for all movies between 4:00 pm and 5:30 pm. *Standard surcharges for BigD, 3-D and special showings apply.*

The new 12-screen theatre seats over 2,500 guests in luxurious comfort and all auditoriums in the leading-edge entertainment complex are equipped with stadium seating, comfortable high-back rocking luxury seats, retractable armrests and convenient cup holders. The BigD, Carmike's critically acclaimed premium large screen format (PLF) experience auditorium, seats 550 patrons and features a screen that measures over 70 feet wide and three stories tall. To further enhance the premium experience, a custom QSC digital audio system will be tuned to a 7.1 speaker array with 16 channels, upgradeable to 11.1 surround sound. This system is a true revolution in sound technology, with digital audio processing supported by quad-amplified, 4-way speakers, and 21-inch subwoofers. The BigD is powered by a cutting-edge Christie Brilliant 3-D flash projector that also presents 2-D entertainment. The end result is a light output of 30,000 lumens, creating a picture quality with noticeably higher resolution than HD.

"In each market Carmike calls home, we remain committed to supporting our community partners while creating an environment that exceeds our guest's entertainment expectations each and every time. This commitment to excellence is realized at every Carmike location through superior large format digital projection while using bigger screens, impeccable sound, and the finest in-theatre seating to ensure a cutting-edge presentation," stated David Passman, Carmike Cinemas President and Chief Executive Officer. "The new Carmike 12 will mark our twenty-ninth installation of the uniquely immersive BigD experience, which we are excited to showcase in the extraordinary community of Spring Hill and surrounding area along with the superior service of our dedicated associates."

Among the other amenities of the new theatre is an exceptionally designed lobby featuring multiple concession areas providing the convenience of self-serve Coca-Cola Freestyle drink centers that pour more than 100 customized fountain drink varieties. One-stop ticketing will also be included in the lobby area so cinemagoers may escape the elements to purchase their tickets and favorite concessions at the same transaction point. In addition to the BigD auditorium, 11 auditoriums in the Carmike 12 are equipped with large, wall-to-wall screens, DLP DIGITAL projection and surround sound. This new complex will also provide special services for the visually and hearing impaired with Sony Closed Captioning glasses (CC) as well as descriptive and amplified audio (VI & HI).

About Carmike Cinemas

Carmike Cinemas, Inc. is a U.S. leader in digital cinema, 3-D cinema deployments and one of the nation's largest motion picture exhibitors. Carmike has 273 theatres with 2,906 screens in 41 states. The circuit includes 47 premium large format (PLF) auditoriums featuring state-of-the-art technology and luxurious seating, including 29 "BigDs," 16 IMAX auditoriums and two MuviXL screens. As "America's Hometown Theatre Chain" Carmike's primary focus is mid-sized communities. Visit www.carmike.com for exact show-times and to purchase tickets.

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