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Cobb Theatres Adds New Dimension To Moviegoing!

Brings Advanced 3D Technology To Growing Circuit

BIRMINGHAM, Ala., November 24th, 2008 — Cobb Theatres, a leading motion picture exhibitor in the Southeast and owner/operator of Cobb CinéBistro, the innovative new movie-and-dining concept, announced today that it had recently upgraded ten of its locations to include all-new DLP digital projection systems coupled with REAL D 3D technology.

The extensive installations were planned and implemented to accommodate the flurry of new 3D movies that will be arriving in theatres over the next few years—13 in 2009 alone—starting with Disney's *Bolt* 3D that opened this past weekend.

"The technology is much more advanced than where it has been in the past, and provides a movie going experience that will amaze our customers," said Jeremy Welman, chief operating officer of Cobb Theatres. "We have always tried to be at the forefront of industry innovation, and this is a major statement that we are making to the communities in which we do business.

The upgrades feature new DLP 2K BARCO digital projection systems, REAL D 3D technology, and a new, specially designed silver screen. Movie goers will get to experience the action through high tech, sleek plastic REAL D glasses, which they can take home or drop into recycle bins that Cobb will place near auditorium doorways and return to REAL D.

Disney's animated 3D *Bolt* stars the voices of Miley Cyrus and John Travolta, and opened Friday at all Cobb Theatres. For more information, please visit www.cobbtheatres.com.

About Cobb Theatres

Cobb Theatres is a Birmingham Ala.-based movie exhibitor operating 187 screens at 13 complexes throughout the Southeastern United States. Cobb is developing new CinéBistro dinner-and-a-movie projects throughout the country, including in Daytona Beach, FL., Atlanta, GA. and Vail, CO. Visit www.cobbtheatres.com