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Cobb Theatres Presents Famed Opera Carmen in 3D at Select Cinemas

Experience Carmen in 3D by RealD and The Royal Opera House

BIRMINGHAM, AL, (Feb. 14, 2011)—Cobb Theatres will screen *Carmen in 3D*, a feature film event of the critically acclaimed Royal Opera House Production of George Bizet's *Carmen*, the world's most popular opera, for the first time ever in 3D. *Carmen in 3D* will screen at select times during the month of March beginning March 5, 2011.

A co-production of RealD and London's Royal Opera House, *Carmen in 3D* is the first ever opera shot live and released in theatres in 3D. *Carmen in 3D* gives viewers the best seat in the house, taking them on a magic carpet ride into the heart of the performance immersing them as never before into this exciting story of love, jealousy and betrayal.

"We are thrilled to make *Carmen* available to our guests for the first time ever in 3D," said Jeremy Welman chief operating officer, Cobb Theatres. "Our guests expect to be wowed, and this extraordinarily entertaining production certainly fits the bill."

Participating Cobb Theatres include: Miami Lakes 17, Downtown Gardens 16, Plaza Cinema Cafe 12, Pinnacle 14, Merritt Square 16 & IMAX; Lakeside 18 & IMAX; Grove 16 and CinéBistro; Hollywood 16 & IMAX; CinéBistro at Stony Point Fashion Park and CinéBistro at Hyde Park Village.

The first showing of *Carmen in 3D* will be March 5, 2011 at 12pm local time. Subsequent screenings will be on March 6th at 12pm, March 10th at 6:30pm and March 24th at 1pm.

About Cobb Theatres

Cobb Theatres, based in Birmingham, Ala., is a progressive motion picture exhibitor operating 222 screens at 18 locations throughout the Southeastern United States. We are committed to being the leader in providing the ultimate entertainment experience, while maintaining a rich heritage of family values and integrity. Consistently surpassing our guests' expectations is a natural outgrowth of our dedication to empowering team members to deliver excellence in guest service. CinéBistro, the premiere cinema and dinner-in-a-movie concept, created by Cobb

Theatres is currently being developed around the country and have six locations operating in Tampa FL, Miami FL, Vail CO, Hampton VA and Richmond VA.

For more information on Cobb Theatres or CinéBistro, visit www.cobbtheatres.com or www.cobbcinebistro.com.

About RealD Inc.

RealD Inc. (NYSE: RLD) is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theater, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also provides its RealD display, active and passive eyewear, RealD Format and gaming technologies to consumer electronics manufacturers and content producers and distributors to enable the delivery and viewing of 3D content. RealD's cutting-edge 3D technologies have been used for applications such as piloting the Mars Rover.

www.RealD.com.

About the Royal Opera House

The Royal Opera House is home to The Royal Opera, The Royal Ballet and The Orchestra of the Royal Opera House. Each year, approximately 300 performances are given on the main stage and a further 250 on other stages within the iconic Covent Garden building. Each summer, three performances are relayed to outdoor screens across the United Kingdom as part of the BP Summer Big Screens, and other performances of both opera and ballet are screened in cinemas across the world. The Royal Opera House also runs a comprehensive education and community engagement program reaching more than 140,000 people each year. www.roh.org.uk.