



Media Release

FOR IMMEDIATE RELEASE: August 13, 2019

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REGAL CINEMAS LAUNCHES UNLIMITED MOVIE SERVICE

(WATERTOWN, NY) – Salmon Run Mall is excited to announce the new Regal Unlimited program!

REGAL™

For \$21.00, movie-goers can watch as many movies as you want every month with no blackout

dates or limits. Want to see back-to-back movies? No problem! A Regal Unlimited pass covers the cost of your movie at any Regal theater (there is a small upcharge for 3D and RPX movies). Plus, subscribers get other great bonus perks like 10% off all food and non-alcoholic drinks, FREE large popcorn and soft drink for your birthday and Regal Crown Club credits when using the subscription. Patrons must be 16 years or older to subscribe.

It's easy to subscribe. Just download the Regal app and choose your plan!

For more information on this and other upcoming events at Salmon Run Mall, including store promotions, press releases, directions to the mall and more, always log on to www.shopsalmonrunmall.com.

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About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit www.pyramidmg.com

About Salmon Run Mall:

Salmon Run Mall is the premier shopping and entertainment destination for the Northern New York market, including a very strong Canadian segment. The center is anchored by Best Buy, Burlington, Gander Outdoors, JC Penney, Dick's Sporting Goods, and Christmas Tree Shops and offers more than 70 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

