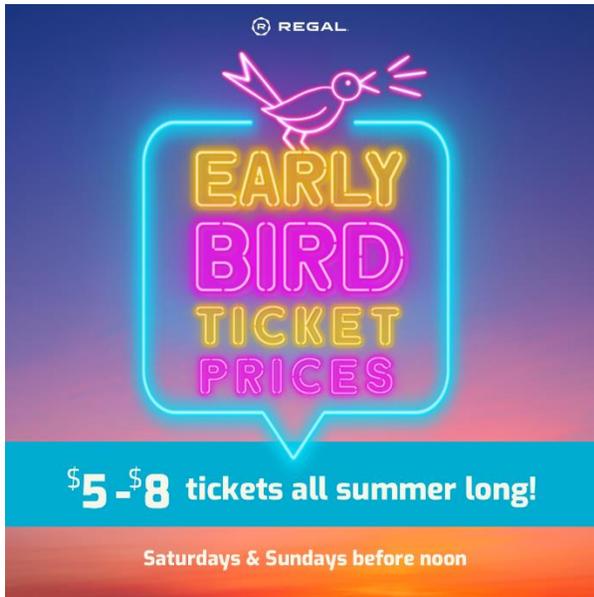




Media Release

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Contact: Karla Noftsier, Marketing Director
315-788-9210, ext. 205; karlanoftsier@pyramidmg.com



EARLY BIRDS CAN NOW CATCH WEEKEND SAVINGS AT REGAL

Watertown, NY - Beginning May 4, Regal moviegoers can catch Early Bird ticket pricing for movies before 12:00 p.m. on Saturdays and Sundays throughout the summer. Starting as early as 10:00 a.m., tickets will be available for \$5 to \$8, depending on location.

Early Bird pricing starts this weekend where Regal guests can enjoy recent releases including *The Fall Guy* for \$5-\$8 depending on location and then catch future hit movies like *Kingdom of the Planet of the Apes*, *IF*, *Furiosa*, and *Bad Boys: Ride or Die*.

Moviegoers who want to see these summer blockbusters in a premium format (check local theater to see what is offered) can pay a small upcharge to the Early Bird admission price for 4DX, IMAX, RPX, and ScreenX showtimes scheduled before noon.

Tickets are available to purchase at theatre box offices and kiosks, on the Regal mobile app or through [REGmovies.com](https://www.regalmovies.com). For those looking for the ultimate value in frequent moviegoing, Regal Unlimited allows subscribers to see as many movies whenever and wherever they want. Movie lovers can subscribe to Regal Unlimited through the mobile app or website.

For more information on this, and other events, store openings and more, "like" and "follow" on Facebook and Instagram, or visit www.shopsalmonrunmall.com

About Regal:

Regal, a subsidiary of the Cineworld Group, operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 5,795 screens in 427 theatres in 41 states along with the District of Columbia and Guam as of March 31, 2024. We believe that the size, reach and quality of the company's theatre circuit provides its patrons with a convenient and enjoyable moviegoing experience. Additional information is available online at [REGmovies.com](https://www.regalmovies.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, JC Penney, Hobby Lobby and Billy Beez, and offers more than 60 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

