

FOR IMMEDIATE RELEASE



Brenden Theatres
4321 West Flamingo Road
Las Vegas, NV 89103
Ph: (702) 507-1528
Fax: (702) 507-1530
brendentheatres.com

Brenden Theatres boosts box office sales with award-winning “Star Wars” promotion

LAS VEGAS, March 15, 2006—Today, Brenden Theatre Corp. was honored for proving that creative promotions can boost box office sales. The Las Vegas-based corporation received the Best Overall Promotion and Showmanship award during the ShoWest/NATO (National Association of Theatre Owners) marketing achievement awards ceremony held in Las Vegas, Nev. as part of ShoWest, the largest gathering of motion picture professionals in the world.

Brenden Theatre Corp. earned the honor for its “Star Wars: Episode III – Revenge of the Sith” promotion, sponsored by Pepsi-Cola, at Brenden Theatres Modesto 18 in Modesto, Calif. It’s the same city where “Star Wars” creator George Lucas was born. The Pepsi Bottling Group Pacific Northwest Business Unit partnered with Brenden’s Northern California locations to drive ticket and concession sales throughout the run of the theatrical presentation. During the promotion, concessions per capita and ticket sales increased by double digits.

“As a young boy, I had the once-in-a-lifetime experience of meeting R2-D2 and C-3PO at the historic ‘Star Wars’ footprinting ceremony on the forecourt of Mann’s Chinese Theatre, which my late grandfather, Ted Mann, owned,” said Johnny Brenden, president & CEO for Brenden Theatre Corp. “That was before ‘Star Wars’ became a global phenomenon.”

Brenden continued, “I’m privileged to own a theatre in the place where it all started. It was an honor to celebrate Lucas and create an unforgettable experience for fans.”

A Hyundai Accent wrapped in “Star Wars: Episode III” imagery served as the promotion’s flagship giveaway. Point-of-sale materials encouraged Pepsi drinkers to visit brendentheatres.com, where they received information tied to the contest. The distribution of 500,000 Pepsi bottle neckrings tagged with car giveaway information, Yoda cup coupons and Brenden Theatre discounts enhanced the promotion. Brenden Theatres Modesto 18 was transformed into a “Star Wars” space station, complete with life-size props and Stormtrooper displays. A comprehensive media campaign, galactic in-theatre activities and a premiere benefiting the Gallo Center for the Arts with an appearance by Mark Hamill, who played Luke Skywalker in “Star Wars” (1977), helped make the “Star Wars: Episode III” promotion Brenden’s most successful to date.

About Brenden Theatre Corp.

Brenden Theatres operates 86 screens throughout Northern California and Southern Nevada.

Contact: Joseph A. Girouard, executive director marketing & promotions, Brenden Theatre Corp., 702-507-1528 or jgirouard@brendencorp.com.

###