

**KERASOTES THEATRES LAUNCHES EXPANSION  
OF MATTOON SHOWPLACE**  
**Project to Add Two Screens with Stadium Seating and Digital Sound**

Kerasotes ShowPlace Theatres, LLC will expand its Mattoon, Illinois ShowPlace from 8 to 10 screens. “Our expansion and renovation project is underway. We are excited that our loyal patrons will get to experience stadium seating and digital sound as well as numerous improvements in time for the upcoming holiday blockbuster films. When completed the ShowPlace 10 will offer state-of-the-art amenities and service,” said Dean Kerasotes, Chief Operating Officer.

The scope of the project includes:

- Addition of two large auditoriums featuring stadium seating, wall to wall curved screens, and Dolby Digital EX sound systems
- Two of the largest existing auditoriums will be outfitted with stadium seating and Dolby Digital EX sound systems
- All existing auditoriums will get digital sound, new screens, and new décor
- A new efficient concession stand with more serving stations for fast service
- New boxoffice with a dedicated guest services counter
- New digital signage at the boxoffice and auditorium entrances
- New interior finishes will be installed in the common areas

Kerasotes ShowPlace Theatres, LLC is a family owned company founded in 1909 with corporate offices in Chicago and Springfield. Operating 76 theatres with 562 screens, it is the nation’s eighth largest film exhibitor. For additional information contact Barry Tester at 217-788-5200.