



FOR IMMEDIATE RELEASE:

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THE VALLEY CINEMA GRAND OPENING

John C. Schweiger, President and CEO of Coming Attractions Theatres, Inc. is proud to announce the GRAND OPENING on Friday, April 22nd 2011 of the all-new, 12 screen The Valley Cinema in Wasilla, Alaska. It will feature all stadium seating, digital projection and sound as well as select 3D presentations. This facility will also incorporate a “Backstage Bistro”, as well as a dedicated 21-and-over only auditorium.

Other features of the Valley Cinema will include online ticketing, birthday and business meeting accommodations and Rewards Club.

Coming Attractions Theatres operates a number of theatres in Oregon, Northern California, Washington and most recently Alaska with the acquisition and upgrading of the Eagle River Cinemas.

“The story of Coming Attractions Theatres is one of measurable success, careful and thoughtful growth, proud community awareness, involvement and of course customer satisfaction. Customer satisfaction is so important to us; our entire staff is one-hundred percent dedicated to providing just that. Our goal is to ensure that every single customer has a superior movie experience and receives great entertainment value”. Regardless of the city or community in which Coming Attractions Theatres does business, the company consistently strives to maintain a prominent presence in terms of community involvement. We’re proud of our continuing efforts with youth-related activities, participation with non-profit organizations and group events.

Coming Attractions Theatres...Presenting the finest in quality movie entertainment. Visit our website for showtimes at www.catheatres.com.