



NEWS RELEASE

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SHOWEAST TO HONOR AMC ENTERTAINMENT'S SONNY GOURLEY WITH 2009 SALAH M. HASSANEIN HUMANITARIAN AWARD

New York--- Sonny D. Gourley, President, Film, AMC Entertainment Inc. (AMC), will receive the 2009 Salah M. Hassanein Humanitarian Award at this year's ShowEast convention, it was announced by Mitch Neuhauser, Co-Managing Director of the annual convention. Gourley will be awarded this distinguished honor on Thursday evening, October 29th, 2009 at the Orlando World Center Marriott as part of the Final Night Banquet and Awards Ceremony at ShowEast.

"It is with great pride that we announce Sonny Gourley as the 2009 recipient of the Salah M. Hassanein Humanitarian Award," noted Neuhauser. "It is absolutely amazing to think, that in addition to assisting with all aspects of programming for AMC's North American screens, that he has the time and drive to champion charitable and philanthropic causes within the industry from a personal and corporate standpoint. This is an honor that is truly deserved."

Samuel D. "Sonny" Gourley was appointed president of film for AMC. in 2005 and currently reports to Bob Lenihan, President, Programming. In his role, Gourley helps oversee the programming of movies for AMC's more than 4,500 North American screens and negotiates film rental terms for each featured release and manages relationships with studios.

Gourley began his career with AMC in 1975 as assistant manager at AMC Woodhaven 4 near Philadelphia and, after one year, was promoted to general manager of the AMC East 5 theatre in Harrisburg, Penn. In 1979, he was named a film buyer for AMC's eastern division, and later became head film buyer for the company's south division in 1990. Five years later, Gourley became executive vice president, film marketing and director of national settlements. In this position he negotiated film rental payments and managed programming decisions for the chain's domestic screens.

Gourley currently serves on the advisory board of Tent 25 Variety—The Children's Charity located in Los Angeles, as well as serving on the board of the local Tent 8 Variety—The Children's Charity in Kansas City. In addition to his ongoing support of Variety and even The Will Rogers Institute, Gourley has also worked with Big Brothers Big Sisters, volunteered with the Special Olympics and assisted with Project Open Hand, providing meals to individuals that are homebound and critically ill.

Previous Salah M. Hassanein Humanitarian Award recipients include: Clark Woods, Shari E. Redstone, John Lundin, Jeff Goldstein, Erik Lomis, Peter Brown, Travis Reid, Barrie Loeks, Tom Sherak, Daniel Crown, Allen Karp, Stanley Durwood, Carl Patrick, Lee Roy, Tandy Mitchell and Salah M. Hassanein.

ShowEast 2009 will take place from October 26-29, 2009 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,500 members of the motion picture industry are expected to attend. ShowEast, now in its 25th year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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