



Harry Medved 310-954-0461 harry.medved@fandango.com

Melinda Petrow 310-954-0278 x231 melinda.petrow@fandango.com

Cobb Theatres Celebrates Alliance with Fandango By Signing New Agreement

Innovative Exhibitor Cements Bond with Nation's #1 Movie Ticket-Seller

(Los Angeles- February 9, 2011)- One of the nation's most innovative theater circuits has cemented its bond with the nation's leading movie ticketing destination.

Cobb Theatres, a leader in unique moviegoer experiences including reserved seating, fine dining and cinema technology at 222 screens across the country, has renewed its agreement with Fandango, the largest online, mobile and phone destination for moviegoers, till 2016. The Alabama-based exhibitor has been a leader in operating movie theaters since 1921.

Cobb's CineBistro brand, which combines fine-dining, wine bars and great movies in one location, has six different venues, comprising 34 screens across the country. According to a recent Fandango survey, 68% of moviegoers said that the dine-in moviegoing experience is a major plus for a night out.

"We enjoy working with Fandango due to its leading position as the nation's top ticketer and provider of movie information," says Jeremy Welman, Chief Operating Officer of Cobb Theatres. "Fandango is always on the forefront of new moviegoer services like mobile ticketing, reserved seating and print-at-home, and we look forward to continued mutual success."

"Cobb is a progressive company and a great partner for us," says Rick Butler, Chief Operating Officer and General Manager of Fandango. "They are constantly looking for new ways to enhance the moviegoer experience. With Fandango's consumer-friendly portfolio of products, we have helped Cobb triple its online ticket sales in the past three years."

Jeremy Welman Cobb Theatres (205) 802.7766

About Fandango

One of the Web's top movie and entertainment destinations, Fandango sells tickets to more than 16,000 screens. Fandango entertains and informs consumers with reviews, commentary and trailers, and offers the ability to quickly select a film, plan where and when to see it, and conveniently buy tickets in advance. Fandango is available at <u>www.fandango.com</u>, 1-800-FANDANGO and via your wireless mobile device at mobile.fandango.com. Fandango is a unit of Comcast Interactive Media.

About Cobb Theatres

Cobb Theatres, based in Birmingham, Ala., is a progressive motion pictures exhibitor operating 222 screens at 17 locations throughout the Southeastern United States. Cobb is an innovator in out of home entertainment, offering great family venues. Including CineBistro, the premier dinner-and-a-movie concept, currently being developed around the country.