

DALLAS, March 28, 2011 /PRNewswire/ -- Rave Cinemas, LLC ("Rave") today announced the appointment of Rolando B. Rodriguez as Chief Executive Officer. In this role, Mr. Rodriguez will oversee day-to-day Rave operations and drive the strategic vision for the company.

"We are very excited to welcome Rolando into the Rave family," said Charles B. Moss, Jr., Chairman of the Board. "Over the past few months, we have been fortunate enough to consider many extremely qualified candidates. However, Rolando's deep experience in the exhibition industry, combined with his recent roles overseeing some of Walmart's key regions of the United States, make him the clear choice to lead the company going forward."

Mr. Rodriguez commented, "Rave is a pioneer in the movie exhibition industry, and I am excited to get back to my roots in the sector. With the help of Rave's excellent management team in place today, along with the board of directors, I am confident that this next chapter in the company's history will be one of continued industry leadership and growth."

Mr. Rodriguez joins Rave from Walmart, where he most recently served as a Vice President and Regional General Manager responsible for four key growth states, \$10 billion in annual sales and approximately 45,000 employees. Mr. Rodriguez also has significant experience in the exhibition industry. He began his career at AMC Theatres, where he ultimately became the company's Executive Vice President, North America Operations Services. Prior to that role, Mr. Rodriguez held a series of positions of increasing responsibility across a wide range of operating roles in the corporate office, and prior to that in the South Division of AMC. Mr. Rodriguez holds an M.B.A. from Rockhurst University and an undergraduate degree from Eckerd College.

Peter A. Nelson and Arthur F. Starrs III, Rave's Chief Operating Officer and Chief Financial Officer, respectively, who have served as interim Co-CEOs, will continue in their roles as COO and CFO now that a permanent chief executive has been selected by the Rave Board of Directors.

#### **ABOUT RAVE CINEMAS, LLC**

Dallas-based Rave Cinemas, LLC, the United States' fifth-largest theater exhibition chain, owns or manages 61 theaters and 918 screens located in 20 states across the country under the Rave Motion Pictures brand and has a presence in seven of the top ten Designated Market Areas. Rave has set the industry standard for customer experience and comfort. A pioneer in the adoption of digital and 3-D technologies, Rave is a leader in alternative content programming, from live sports to concerts and opera. The company recently announced a joint venture with IMAX that will open 13 new IMAX digital theaters at Rave locations by early 2011. Rave is excited to be a top entertainment destination and through ongoing efforts, a good neighbor and corporate citizen. For more information, visit [www.ravemotionpictures.com](http://www.ravemotionpictures.com).

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