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New Lower Kid's Prices at Rave North East Mall 18!

Certified Family Fun All Summer

HURST, TX (June 23, 2011) - Starting Friday, June 24, Rave Motion Pictures North East Mall 18 will offer regular children's admission tickets for \$7 and \$10 for 3D movies. The new reduced pricing comes into effect just in time for a summer packed with big-budget blockbuster franchises, including Disney's highly-anticipated *Cars 2*, Paramount's *Transformers 3* and Warner Bros.' final *Harry Potter* installment in mid-July. All three movies will be offered in 2D and 3D formats nationwide and are perfect for the whole family to enjoy. The ticket prices are good for a limited time at the North East Mall location only.

Rave North East Mall, home to an arcade, birthday party room, daily matinees and family activities, as well as the Free Family Film Festival, is already one of the area's most family-friendly destinations. The reduced kid's ticket prices will make the theater experience a viable option for more families in the area.

The stunning Rave North East Mall is attractive to parents, as well. The theater boasts 18 auditoriums with true stadium seating and an incredible 48 inches between rows. Each auditorium is equipped with state-of-the-art digital projection, providing the perfect picture every time. Conveniently located at 1101 Melbourne Road in Hurst's North East Mall, it is only steps away from countless dining and shopping destinations. As always, Rave also carries deluxe concession offerings and provides free refills on all large popcorn and soda purchases.

Dallas-based Rave Motion Pictures, the United States' fifth-largest theater exhibition chain, owns or manages 61 theaters and 921 screens located in 21 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 3D technologies, Rave is a leader in alternative content programming, from live sports to concerts and opera. 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.

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