



PRESS RELEASE
FOR IMMEDIATE RELEASE

FRANK THEATRES AND ENTERTAINMENT CENTERS LAUNCHES NEW LOYALTY REWARDS PROGRAM

JUPITER, FL (September 22, 2010) – Frank Entertainment, one of the World's oldest and most respected Motion Picture Theatre and Entertainment Companies (1906), implemented a points based loyalty rewards program to give customers a more convenient way to save real cash and earn free products.

Through the Frank Theatres loyalty rewards program, moviegoers earn points towards FREE movies, FREE popcorn and FREE soft drinks by simply swiping their card at the box office and concession stand. In addition, loyalty rewards members can enjoy the following benefits:

- Create a personal account online to watch points pile up and view exclusive offers.
- \$5.00 Bargain Tuesdays
- Receive monthly online newsletter blasts.
- Receive emails regarding special movie programs and promotions.
- Earn extra points towards more FREE movies, popcorn and soda.



Frank Theatres loyalty rewards membership is free and open to everyone 12 years of age and older. Membership is obtainable by registering online at <http://www.franktheatres.com/LoyaltyProgram>.

Frank Theatres operates 25 locations across New Jersey, Pennsylvania, West Virginia, North Carolina, South Carolina and Florida.

About Frank Entertainment

Celebrating 100 years of "Bringing Families Together", the Frank Family Entertainment Group was founded in 1906 by Samuel Frank of Philadelphia, PA. From its humble beginnings in the movie theatre business to its current reputation as both a pioneer and innovator in entertainment, hospitality and real estate, the Company has consistently built a track record of success. The Company has owned, operated, developed and managed over 150 entertainment venues including nickelodeons, motion picture theatres, arcades, restaurants, nightclubs, bowling centers, game centers and family entertainment centers. Frank Theatres, a division of the parent company and incorporated in 1921, introduced "talkie" films to the Philadelphia area, built the first "Twin" theatre in the United States (1966) and developed one of New Jersey's earliest Mega-Plex Cinemas...the Towne 16 Stadium Cinema...which also reintroduced stadium seating back in 1986. The company also develops, owns, and operates numerous shopping centers, retail and residential properties, restaurants, nightclubs, hotels and condominium developments. Headquarters are located in Jupiter, FL and Atlantic City, NJ.

About FRANK THEATRES

Frank Theatres currently owns and operates 25 theatres and 216 screens in New Jersey, Pennsylvania, West Virginia, North Carolina, South Carolina and Florida. Today, guided by 3rd generation leadership and a seasoned management team, Frank Theatres continues their growth with upcoming projects to include sites in Delray Beach, FL., Greenville, SC, Murrells Inlet, SC., Cary, NC., Holly Springs, NC., Southern Pines, NC., Ranson, WV., Willow Grove, PA., and Syracuse, NY.

For additional information, visit <http://www.franktheatres.com/>.

###

FRANK ENTERTAINMENT, corporate headquarters is located at 1003 W. Indiantown Road, Suite 210, Jupiter, FL 33458.

Media Contact:

Michelle Guillery
Director of Marketing
(561) 776-4747 Ext. 1025
mguillery@frankcompanies.com

