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**Landmark Theatres and Swervo Development Announce Innovations and Upgrades at
Minneapolis' Uptown Theatre**

*Uptown Renovation Project Continues Exhibitor's Trend of Transforming
Theatres to Provide Unique Entertainment Experiences*

January 25, 2012 - Landmark Theatres and Swervo Development have announced plans to completely refurbish and renovate the historic Uptown Theatre in Minneapolis. The renovation of the theatre, built in 1930, will preserve the best features of the Uptown, including the famous neon sign and beloved balcony. Landmark plans to add a variety of new amenities, including an expanded concession stand, full service bar, giant screen, completely new luxury seating and digital projection.

Landmark has operated the Uptown since 1978, in that time cultivating a loyal customer base. "In a day when most single screens are closing, I am truly honored to not only keep the Uptown alive, but oversee the complete transformation into what will be Minneapolis' premiere movie theatre," said Ted Mundorff, CEO Landmark Theatres, noting that "If it wasn't for the vision, perseverance and support from our partner Ned Abdul, this undertaking would not have been possible."

"We are so happy to be part of keeping the historic Uptown open and provide a first-class theatre-going experience to the many people who enjoy one of the best areas for nightlife in Minneapolis," added Mundorff.

Landmark expects the theatre to re-open in late spring, 2012.

For more information on the progress of the renovation, refer to the Uptown's Facebook page, which will be constantly posting pictures and updates.