ATTACHMENT B

To Whom It May Concern,

I am writing to give you quick summary and explanation as to why we are applying for an amended development plan for our theatre.

We are currently installing Dolby Cinema exterior signage at the theatres that we have installed this premium experience. This experience is similar in concept to IMAX as it is an enhanced sight & sound auditorium in comparison traditional auditoriums. We are treating both IMAX and Dolby Cinema equal since we have partnerships with both. In our partnership with Dolby, we have decided to pursue the exterior signage for the building to help educate the public about the experience and their options when selecting tickets. We are making the Dolby Cinema signage the same square footage as all existing IMAX signage at each location in order to treat all partners equal. We currently have 276 s.f. of signage on the building (144 s.f. AMC and 132 s.f. IMAX), leaving us only 36 sf for the Dolby Cinema sign. This is the last signage piece that we are looking to add for this location so there will not be another request to amend the development plan.

I appreciate your time and assistance in helping us accomplish our goal in order to keep this theatre a successful business in your city. If you have any questions, don't hesitate to contact me.

Kindest Regards,

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