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**CARMIKE CINEMAS ANNOUNCES THE UNVEILING OF THE CRITICALLY ACCLAIMED SIGNATURE “BIGD” ULTIMATE ENTERTAINMENT EXPERIENCE AT THE MAJESTIC 12 IN VIBRANT DOWNTOWN CHATTANOOGA**

Get ready next week for a dramatic new level in the theatre-going entertainment experience in Chattanooga



**COLUMBUS, GA**-November 30, 2011 – Carmike Cinemas, Inc. (NASDAQ: CKEC), a leading DIGITAL cinema and 3D motion picture exhibitor, is announcing the December 8<sup>th</sup> unveiling of the “**BIGD**” auditorium at Chattanooga’s favorite theatre,\* the Majestic 12 on Broad Street in downtown Chattanooga. The popular Majestic complex is renowned for the introduction of innovative, leading edge theatre amenities, such as the wildly popular and trendy Ovation Club with recliner seats, table side service and delectable meals and signature deserts. The Majestic is the 1<sup>st</sup> theatre in America that holds the LEED Gold certification for environmental conservation. “We’re providing the ultimate entertainment experience that centerpieces large format DIGITAL with bigger screens, bigger and better sound, and even more luxurious in-theatre seating than the top quality comfortable rocking seats presently in the Majestic,” notes David Passman, Carmike’s President and CEO.

With the Chattanooga opening this area is one of the first in the nation to offer theatre goers the exciting new “**BIGD**” format recently launched by Carmike Cinemas, an industry leader in DIGITAL projection and 3D technology since 2006. A special gala premier opening evening will take place on December 8<sup>th</sup> beginning at 7 PM benefiting the Forgotten Child Fund and promoted by area radio and television stations. Admission to Thursday night’s event will be only \$5 and drinks and popcorn will be \$1 each with all proceeds going to benefit the charity. Parking is free in the adjacent parking deck.

Named “**BIGD**,” the new auditorium will include a wall-to-wall screen measuring 60 feet wide and nearly three stories tall, the latest in 7.1 surround sound and DIGITAL projection of both 2D and 3D features. In technical terms, Carmike’s “**BIGD**” DIGITAL experience is powered by a cutting edge Christie Brilliant 3-D flash projector. Images are projected onto a colossal wall-to-wall, ceiling-to-floor screen. The end result is a light output of 30,000 lumens, creating a picture quality with noticeably higher resolution than HD.

To further enhance the experience, the custom QSC DIGITAL audio system is tuned to a 7.1 speaker array with 16 channels and the ability to upgrade to 11.1, a revolution in surround sound technology with DIGITAL audio processing supported by quad-amplified, 4-way speakers and six 21-inch subwoofers. The new, expanded configuration at the Chattanooga Carmike 12 promises a new gold standard in unparalleled picture clarity and deep resonating DIGITAL sound.

“The success of 3-D releases for features like ‘Avatar,’ ‘Cars 2,’ ‘Transformers Dark of the Moon,’ and the record-breaking re-launch of ‘The Lion King in 3D’,’ proves that audiences are excited about and enjoy the new DIGITAL experience, and are demanding it,” notes David Passman. “These early successes will no doubt persuade producers to release more movies in this format, and with the BigD experience – in either 3-D or 2-D DIGITAL – Carmike has the full capability to provide our audiences with the technology and total luxury that brings theatre going to a new level.”

Plans for the “**BIGD**” Experience will include more locations by the end of 2011 including Minneapolis, MN, St. Clairsville, OH. “Whether it is a movie, concert, sporting event, motivational speaker or church service, Carmike guests will find “**BIGD**” placing them at the heart of the event,” notes Terrell Mayton, Carmike’s Director of Marketing.

**About Carmike Cinemas** (NASDAQ: CKEC) -[www.carmike.com](http://www.carmike.com)

Carmike Cinemas, Inc. is a U.S. leader in digital cinema and 3-D cinema deployments and one of the nation’s largest motion picture exhibitors. As of September 30, 2011 Carmike had 235 theatres with 2,215 screens in 36 states. Carmike’s digital cinema footprint reached 2,089 screens, including 208 theatres with 726 screens that are also equipped for 3-D. Carmike’s focus for its theatre locations is small to mid-sized communities.

\*selected as Chattanooga’s favorite movie theatre in the *Chattanooga Times Free Press* reader’s poll.

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