

NEWS RELEASE



IMMEDIATE RELEASE

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***America's Toothfairy* and Regal Entertainment Group Host Toothbrush/Toothpaste Drive and Encourage Patrons to Become Real-Life Toothfairies for Underserved Children**

(Charlotte, NC—January 13, 2010) Regal Entertainment Group (REG) has partnered with National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) to hold an *America's Toothfairy* Toothbrush and Toothpaste Drive in conjunction with the release of the 20th Century Fox film, *Tooth Fairy*, in theaters January 22. The Drive takes place from January 22 until February 12 at select REG theaters to benefit the national NCOHF Affiliate network of nonprofit health facilities for underserved children. Along with donating oral hygiene products, theater patrons can become a real life Tooth Fairy and help a child in need receive critical oral health care through the NCOHF *Adopt the Care of a Child* program.

In *Tooth Fairy*, Dwayne Johnson is "The Tooth Fairy," also known as Derek Thompson. Derek is a hard-charging minor league hockey player whose nickname comes from his habit of separating opposing players from their bicuspid. When Derek discourages a youngster's hopes, he's sentenced to one week's hard labor as a real tooth fairy, complete with the requisite tutu, wings and magic wand. At first, Derek "can't handle the tooth" – bumbling and stumbling as he tries to furtively wing his way through strangers' homes...doing what tooth fairies do. But as Derek slowly adapts to his new position, he begins to rediscover his own forgotten dreams. (Written by [20th Century Fox](#))

NCOHF was founded in 2006 by a group of caring dental professionals and community leaders who shared a singular mission: to eliminate pediatric dental disease – referred to as "a silent epidemic" by the U.S. Surgeon General. The #1 chronic childhood illness in America, over four million children suffer from pediatric dental disease and accompanying pain so severe it impacts their ability to eat, sleep and learn. Left untreated, it can lead to chronic health risks such as diabetes, heart disease, and potentially fatal bacterial infections like the one that took the life of 12-year old Deamonte Driver in 2007.

"Pediatric dental disease is America's most common chronic childhood illness, yet few families are aware of the devastating effects that poor oral health can have on a child's long term systemic health and ability to thrive," said Fern Ingber, NCOHF President and CEO. "We are grateful that Regal Entertainment Group is shedding light on this preventable disease and directing support to NCOHF Affiliates that provide critical care for underserved children in communities across the country."

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In less than four years, NCOHF has already touched the lives of over one million underserved children and distributed more than \$5 million in valuable support to Affiliates nationwide, but the epidemic continues to grow. Using a comprehensive approach focused on education and prevention, NCOHF Affiliates are working to break the cycle of preventable pediatric dental disease and ensure that all children have access to quality oral healthcare. All toothbrushes and toothpaste collected at area REG theaters from January 22 until February 12 will be distributed nationwide for Affiliate oral health services and programs for at-risk children. *America's Toothfairy* donation cards will also be displayed throughout participating theaters to give patrons the opportunity to *Adopt the Care of a Child* in critical need of services. For more information on NCOHF's *Adopt the Care of a Child* program and to find a participating REG theater near you, please visit www.AmericasToothfairy.org.

About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) operates the largest and most geographically diverse theatre circuit in the United States, consisting of 6,768 screens in 548 theatres in 39 states and the District of Columbia as of December 3, 2009, with over 245 million annual attendees for the fifty-three week fiscal year ended January 1, 2009.

About National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF)

National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services to vulnerable populations, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers, and mobile programs throughout America. For more information about NCOHF, please visit www.AmericasToothfairy.org.