



Regal Launches Regal Rewards+ to Bring Moviegoers More Value and Flexibility

Starting at just \$10.99 a month, the new loyalty program includes a monthly rollover ticket, 20% off concessions, waived convenience fees, and more

KNOXVILLE, Tenn., September 15, 2026 – Regal is giving moviegoers more reasons to come to the theatre with [Regal Rewards+](#), a new subscription designed for people who love the movies but want more flexibility in how often they go.

“Whether it’s a movie you’ve been waiting months to see, a spontaneous night out, or something the whole family wants to experience together, making plans to attend the theatre should be easy,” said Adam Rymer, Chief Commercial Officer at Regal. “Rewards+ was built for people who love coming to the theatre regularly but want flexibility in how and when they visit. This loyalty program delivers exceptional value while giving members more reasons to enjoy the movies together.”

Starting at \$10.99 per month (based on zip code), Regal Rewards+ gives members a monthly 2D movie ticket—and if the ticket doesn’t get used, it rolls over to redeem for a future release. Rewards+ subscribers can also purchase up to four additional discounted tickets each month, making it easier to bring friends and family along.

More movies. More popcorn. More flexibility. With Regal Rewards+, members can:

- Get one 2D ticket every month that rolls over when unused
- Bring more people along with up to four additional discounted tickets
- Save 20% on favorite movie snacks and non-alcoholic beverages
- Avoid online convenience fees on eligible Rewards+ ticket purchases
- Earn 100 Regal Rewards points per \$1 spent on qualifying purchases
- Enjoy special member offers and birthday rewards

Following sign up for Regal Rewards+, subscribers can secure tickets for current hit releases and highly anticipated titles like *Resident Evil* (Sep. 18), *Forgotten Island* (Sep. 25), *Heart of the Beast* (Sep. 25), *Primetime* (Sep. 25), *Digger* (Oct. 2), *Verity* (Oct. 2), and *Whalefall* (Oct. 16).

Rewards+ builds upon existing Regal Crown Club loyalty offerings. Moviegoers can join the free [Regal Rewards](#) program to earn points on qualifying ticket and concessions purchases and redeem them for rewards, while frequent guests can choose [Regal Unlimited](#) for the freedom to see movies as often as they want.

Regal Rewards+ is a distinct, flexible membership built around value, combining a monthly movie with meaningful savings every time members visit. Moviegoers can sign up for the new Rewards+ program, starting at \$10.99 per month (based on zip code), on the mobile app or through [REGmovies.com](#).

About Regal Global Entertainment

Regal Global Entertainment operates the second-largest theatrical exhibition business in the world with 7,648 screens across 629 locations. Through its Cinema City, Cineworld, Picturehouse, Planet, and Regal brands, the company is committed to delivering exceptional moviegoing experiences through premium large formats, innovative loyalty and subscription programs, enhanced food and beverage offerings, and outstanding guest service.

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