



NCM FATHOM ADDS FOREVER PLAID 20TH ANNIVERSARY SPECIAL TO BIG SCREEN EVENT SUMMER LINE-UP

New Agreement with Forever Plaid Productions Brings No. 1 Off-Broadway Musical Classic to 375 Movie Theaters this July

Centennial, Colo. – May 5, 2009 – [NCM Fathom](#), the alternative entertainment division of National CineMedia, announced today an agreement with Forever Plaid Productions to present ***Forever Plaid 20th Anniversary Special*** exclusively in 375 select movie theaters nationwide on July 9th. Through this new agreement, Fathom in conjunction with Forever Plaid Productions will present the ***Forever Plaid 20th Anniversary Special*** in-theater event featuring exclusive LIVE performances by members of the original “Forever Plaid” cast, a pre-recorded performance of the musical and the first-ever LIVE interactive sing-a-long. “Forever Plaid,” the No. 1 Off-Broadway show, generated more than \$300 million in ticket sales during its two-decade run.

The ***Forever Plaid 20th Anniversary Special*** will be offered across NCM's exclusive Digital Broadcast Network (DBN) – North America's largest cinema broadcast network that reaches nearly 500 movie theaters and performing arts centers throughout the country. Tickets will be available beginning Friday, May 8th. Visit www.FathomEvents.com to learn more.

“I instantly realized this would make a wonderful Fathom event,” said Suren M. Seron of Forever Plaid Productions. “I look forward to working with Fathom on the ‘Forever Plaid’ anniversary in-theater event and on many new and exciting projects in the future.”

Created by writer and director Stuart Ross, "Forever Plaid" centers on the four members of a fictional 1950s close-harmony group who were killed on their way to their big break. Miraculously, the four deceased singers are given a second chance to hit the perfect chord by performing their cabaret act almost 50 years after their deaths, putting on the show they never performed in life. The score consists of musical favorites, including "Three Coins in the Fountain," "Moments to Remember," "Chain Gang," "Heart and Soul" and "Love is a Many-Splendored Thing."

"Fathom's goal is to attract a wide range of local audiences to the neighborhood theater. By offering various and diverse forms of content we are transforming the theater into a new type of entertainment center," said Dan Diamond, vice president of Fathom. "This exclusive partnership with Forever Plaid Productions offers audiences an opportunity to experience this legendary Off-Broadway play in the comfort of their local movie theater. Music lovers of any age will enjoy this quirky, off-beat tribute to this long-running musical comedy revue."

About National CineMedia, Inc.

National CineMedia (NCM) LLC operates the largest digital in-theater network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theater operators in the U.S., and through multi-year agreements with several other theater operators. NCM LLC produces and distributes its *FirstLook* pre feature program; cinema, lobby and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes approximately 17,300 screens of which approximately 15,300 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 176 Designated Market Areas® (49 of the top 50). During 2008, approximately 690 million patrons attended movies shown in theaters currently included in the network (including Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCM) owns a 41.5% interest in and is the managing member of NCM LLC. To learn more about National CineMedia Inc., please visit the company's website at www.ncm.com.

About Forever Plaid Productions

Forever Plaid Productions is a production company created by producers Benni Korzen, Barney Cohen, Suren M. Seron and Christopher Gosch to hold the rights to as well as produce "Forever Plaid" for the screen, home entertainment market and beyond. Visit the brand's website at www.foreverplaid.com

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