



NCM FATHOM



**TONY DUNGY'S RED ZONE '09 OFFERS
FIRST-EVER NATIONWIDE HIGH SCHOOL
FOOTBALL SEASON KICK-OFF IN OVER 460 SELECT
MOVIE THEATERS THIS AUGUST**

***Super Bowl Winning Coach Tony Dungy, Star Quarterback Peyton Manning,
USC Coach Pete Carroll, Hall of Famer Michael Irvin and NFL Greats
Share Personal Football Tips During Motivational Special Event
Presented by NCM Fathom, MaxPreps and Fresh Air Media***

Centennial, Colo. – July 28, 2009 – Before the Friday night lights begin to shine on high school football fields across the country this fall, former Super Bowl champion NFL head coach Tony Dungy will be joined by a team of premier NFL players and coaches to engage and motivate high school football players, share personal training tips and unveil the secrets to success during an exclusive, first-of-its kind in-theater event on Tuesday, Aug. 25. [Tony Dungy's RED ZONE '09](#) will officially kick-off high school football season in more than 460 select movie theaters with 3 Time League MVP **Peyton Manning**, Defensive Player of the Year **Bob Sanders**, Dallas Cowboys Hall of Fame Receiver **Michael Irvin**, USC Head Coach **Pete Carroll** and many others.

Tickets for **Tony Dungy's RED ZONE '09** on Aug. 25 at 8 p.m. ET / 7 p.m. CT / 6 p.m. MT and 8 p.m. PT (tape delay) are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the web site (*theaters and participants are subject to change*).

Presented by NCM Fathom, MaxPreps and Fresh Air Media, [**Tony Dungy's RED ZONE '09**](#) gives athletes unprecedented access to professional coaches and players who will present inside tips on football, the keys to winning at any position, and discuss the importance of hard work, team building, conditioning, skills development and mental toughness. Regardless of ability level, audiences of all ages will be inspired to work hard, eat right, stay focused and expand their skills – on and off the field.

In addition, USC Coach Carroll will specifically address how parents can help their high school athletes prepare and potentially increase their chances of receiving college athletic scholarships.

Tony Dungy's RED ZONE '09, pre-recorded at Prestonwood Baptist Church in Plano, Texas on Aug. 24, features a bench full of the game's finest professional players and coaches, including:

- **Joseph Addai** – Indianapolis Colts Running Back
- **Gary Brackett** – Indianapolis Colts Middle Linebacker
- **Pete Carroll** – University of Southern California Head Coach
- **Dallas Clark** – Indianapolis Colts Tight End
- **Joe Ehrmann** – Coach for America inspirational speaker
- **Michael Irvin** – Dallas Cowboys Hall of Fame All Pro Wide Receiver
- **Peyton Manning** – Indianapolis Colts Quarterback
- **Bob Sanders** – Indianapolis Colts Safety
- **Jim Sorgi** – Indianapolis Colts Quarterback
- **Jon Torine** – Indianapolis Colts Strength and Conditioning Coach
- **Adam Vinatieri** – Indianapolis Colts Kicker

When Coach Dungy retired earlier this year, his .667 winning percentage was highest among active coaches, and his six consecutive seasons with a 12-4 record or better is an NFL record. He led his teams to six Division Championships and a victory in Super Bowl LXI and has written three *New York Times* best-selling books. He returns to the game this season as a commentator on NBC's *Football Night in America*.

“Throughout my coaching career, I have been interested in high school athletes, knowing that this is often their first real sports experience and can shape character qualities for the rest of their lives,” Dungy said. “What you learn while playing sports can be carried over into any career path you take – whether it’s in sports or another profession. We hope this event will impact our next generation of student athletes and inspire them to not only be a better athlete, but also a better person.”

[**Tony Dungy's RED ZONE '09**](#) will feature highlights from NFL, college and high school games throughout the event as players share their approach to training and challenge young players to avoid drugs, play clean and learn the benefits of hard work.

Former pro football standout Joe Ehrmann will discuss the importance of student athletes playing for others. A fearsome defensive lineman, Ehrmann retired from the game after losing his brother to leukemia, causing him to re-evaluate what really matters. Named “The Most Important Coach in America” by *Parade Magazine* for his work transforming the culture of sports, he has dedicated his life to helping young athletes overcome the stereotypes of masculinity that may hinder real development. Ehrmann is the subject of the best-selling book, “Season of Life.”

“NCM Fathom offers diverse and exclusive forms of entertainment – and **Tony Dungy's RED ZONE'09** is yet another first for Fathom,” said Dan Diamond, vice president of Fathom. “This event brings together an unprecedented line-up of the finest football players and coaches in the world for an unforgettable evening of insights and lessons from the greatest in the game... all at your local movie theater.”

Tony Dungy's RED ZONE '09 appears on the big screen in high-definition with Cinema Surround Sound in select AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Cobb Theatres, Georgia Theatre Co., Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Malco Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie

theaters, as well as Arlington Theatre (Santa Barbara, CA), El Raton Theatre (Raton, NM), Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive Digital Broadcast Network.

About National CineMedia

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 16,800 screens of which approximately 15,600 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

About Fresh Air Media

The two hour LIVE program was conceived and will be produced by widely acclaimed Fresh Air Media. With 25 years of live programming and special events experience in 77 nations around the world, Fresh Air creates a theater experience that is both entertaining and motivating. They have created programs for over a million attendees on the National Mall in Washington, D.C., produced both a presidential debate and a civil forum on global AIDS issues in 2008, and created countless stories with professional athletes and Olympic Gold Medalists. For more information on Fresh Air Media or the event please visit www.freshairmedia.com and www.redzonelive.com.

About MaxPreps

MaxPreps is America's Source for High School Sports. MaxPreps celebrates America's hometown heroes - the young men and women working hard to improve their skills, place team above self, and serve as inspirations to their local communities. MaxPreps aspires to cover every team, every game and every player. Through its network of more than 25,000 high school coaches MaxPreps publishes schedules, scores, rosters, stats, video, and photos for every high school in the country. MaxPreps is a division of CBSSports.com and CBS Interactive. www.maxpreps.com

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