

## NCM FATHOM EVENTS

**NCM Fathom Events** is the home of cinematic experiences that offer exclusive, affordable entertainment events broadcast to the big screen. Audiences get the best seat in the house – in the comfort and convenience of their local movie theater – for live and pre-recorded concerts, world-class opera, original programming featuring the biggest names in radio and television, sporting events and music concerts. Additionally, [Fathom Events](#) features exclusive content not found anywhere else. It's made possible by the nation's largest network of over 1,500 movie theaters and NCM's **proprietary Digital Broadcast Network (DBN)**. What began in 2002 as a test in a few theaters has turned into a popular alternative entertainment trend that has seen substantial growth over the past several years.



Audiences who once enjoyed attending expensive live music and theater shows are now turning to Fathom Events for exciting and diverse events that are broadcast in cinemas across the nation. These events offer something enjoyable – and affordable – for everyone.

With hundreds of events to choose from, audiences are experiencing more than just movies in their local theaters. Recent events include the 70<sup>th</sup> Anniversary celebration of **Casablanca**, WBEZ Chicago's critically acclaimed radio show **This American Life**, **RiffTrax Live: 'Manos' The Hands of Fate**, and numerous concerts from artists including Bon Jovi, Rascal Flatts, Grateful Dead, The Who and many more. Critically-acclaimed [The Met: Live in HD Series](#) continues in movie theaters for a seventh season.

Fathom Events features include **exclusive behind-the-scenes content and unique extras** – giving audiences an experience they can't see anywhere else. Fathom Event's DBN is the largest cinema broadcast network in North America, bringing LIVE Fathom Events features to more than **740** select movie theaters including AMC, Cinemark and Regal theaters, as well as additional theater affiliates and performing arts centers around the country.

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## **Fathom Events Highlights**

**90 Fathom Events broadcast** into theaters in **2012** including **Turner Classic Movies Event Series, Star Trek: The Next Generation 25<sup>th</sup> Anniversary, Leonardo Live** and **Bon Jovi Inside Out**.

**439 Fathom Events** broadcast into theaters from 2007 through 2012.

The first **Met Live in HD** event took place in **December 2006** on **98** screens nationwide. The series now reaches more than **630** theaters across the country.

Additional information about NCM Fathom Events can be found at the [NCM Fathom Events website](#) or in the [Press section](#).

### **About National CineMedia (NCM)**

National CineMedia ([NCM](#)) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 183 Designated Market Areas® (49 of the top 50) and includes approximately 19,300 screens (over 18,400 digital). During 2012, approximately 710 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 740 locations in 172 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 46.9% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com).

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### **Media Contacts**

Michelle Portillo  
NCM Fathom Events  
(303)792-8651  
[michelle.portillo@ncm.com](mailto:michelle.portillo@ncm.com)

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