INTERNATIONALLY ACCLAIMED BOLSHOI BALLET
BRINGS THE SLEEPING BEAUTY AND ESMERALDA
TO MOVIE THEATERS NATIONWIDE THIS NOVEMBER

NCM Fathom and Emerging Pictures to Present “The Sleeping Beauty”
LIVE from Moscow on Sunday, November 20 to Select U.S. Movie Theaters

Centennial, Colo. – November 1, 2011 – NCM Fathom and Emerging Pictures will bring world-class ballet to the big screen with a LIVE HD performance of Tchaikovsky’s “The Sleeping Beauty” and a special encore performance of Pugni’s “Esmeralda” this November. Broadcast LIVE from Moscow’s renowned Bolshoi Ballet, “The Sleeping Beauty” will be shown in select theaters on Sunday, November 20 at 10:00 a.m. ET/ 9:00 a.m. CT/ 7:00 a.m. PT and at 1:30 p.m. with a special pre-recorded encore performance on Tuesday, November 22 at 6:30 p.m. local time. “The Sleeping Beauty” performance will also mark the debut of David Hallberg on the Bolshoi stage – the first American dancer in history to join the Bolshoi as a principal dancer. Additionally, an exclusive encore performance of the Bolshoi’s “Esmeralda” will also be re-broadcast to select theaters on Wednesday, November 30 at 6:30 p.m. to kick off the holiday season. The production received countless rave reviews for its live broadcast on October 9.

Tickets for Bolshoi Ballet Presents The Sleeping Beauty and Bolshoi Ballet Presents Esmeralda are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, visit the NCM Fathom website or www.balletincinema.com (theaters and participants are subject to change).

Bolshoi Ballet Presents The Sleeping Beauty and Bolshoi Ballet Presents Esmeralda will appear in more than 320 select movie theaters across the country through NCM’s Digital Broadcast Network. These theaters are in addition to the nearly 300 screens that are already part of the Emerging Pictures Network.
Created for the Mariinsky Theatre of St. Petersburg, “The Sleeping Beauty” premiered in January 1890, and quickly became a huge success around the world. Choreographed by Marius Petipa, “The Sleeping Beauty” emerged as his masterpiece, with the ballet’s brilliant soloist among the most accomplished pieces in the classical repertoire. This new (1973) choreographic version is from Yuri Grigorovich and stars Svetlana Zakharova as Princess Aurora and, as Prince Désiré, international ballet sensation David Hallberg in his debut performance with the Bolshoi.

At the christening of Princess Aurora, the evil fairy Carabosse throws a terrible curse upon her: on her 16th birthday she will prick her finger and die. The Lilac Fairy lessens the curse: Aurora will sleep deeply for a hundred years but be awakened by a prince’s kiss. When the fateful birthday arrives, Aurora accidentally pricks her finger, faints and dies. The evil spell is mitigated with one that puts all in the kingdom asleep for a hundred years. A century passes and while hunting, Prince Désiré sees a vision of Aurora summoned by the Lilac Fairy. He kisses Aurora, breaking the evil spell. Aurora and all the people of the kingdom awake. A wedding celebration marked by music and dances performed by famous fairy-tale characters concludes “The Sleeping Beauty.”

The classic tale of love and loyalty triumphing over corruption, “Esmeralda” is inspired by Victor Hugo’s famous novel, “Notre Dame de Paris.” “Esmeralda” was first presented by the Ballet of Her Majesty’s Theatre in London in 1844, choreographed by Jules Perrot; Marius Petipa choreographed and staged his own production in St. Petersburg in 1886.

The poet Gringoire, sentenced to be hanged, is saved at the last minute by the beautiful gypsy girl Esmeralda who agrees to marry him. Torn between his love of God and his obsession for Esmeralda, the archdeacon Frollo sends his henchman Quasimodo to capture her. Esmeralda is rescued by Phoebus, the captain of the guard, with whom she falls in love, despite her promise of marriage to Gringoire. Later, unjustly convicted of murder and en route to her execution, she becomes caught in a melee involving Gringoire, the priest Frollo, the hunchback Quasimodo and her love Phoebus…with death taking an unexpected victim.

“Fathom continues to expand its performing arts line-up with ballet from Moscow’s renowned Bolshoi Ballet with ‘The Sleeping Beauty’ and ‘Esmeralda’,,” said Dan...
Diamond, senior vice president of NCM Fathom. “The opportunity to experience this historic dance troupe perform live from Moscow is a definite must-see for fans of all ages.”

About National CineMedia (NCM)
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 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 175 Designated Market Areas® (49 of the top 50) and includes over 18,100 screens (16,800 digital). During 2010, over 690 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The NCM Fathom Events broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (all of the top 50). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.nationalcinemedia.com or www.ncm.com or www.fathomevents.com.

About Emerging Pictures
Emerging Pictures, managed by Barry Rebo and Ira Deutchman, is the largest all-digital Specialty Film and Alternate Content theater network in the United States. With hundreds of venues in the U.S. as well as a growing presence across the globe—from London to Latvia—Emerging’s network includes traditional art houses, museums, performing arts centers and commercial multiplexes, including Carmike Cinemas, Harkins Theatres, Allen Theatres, Laemmle Theaters and others. The company also distributes programming worldwide under its Ballet in Cinema and Opera in Cinema brands.

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