“SONS OF THE FALLEN: A LIVE TRIBUTE TO OUR MILITARY HEROES” HONORS THE MEN WHO FOUGHT FOR OUR FREEDOM AND THEIR LEGACIES DURING SPECIAL IN-THEATER EVENT THIS MAY

NCM Fathom and Conrad Ricketts, Executive Producer of ‘Extreme Makeover Home Edition,’ Bring an Uplifting Tribute to the Big Screen on May 18th
Featuring “The Celebrity Apprentice” Contestant Bill Goldberg with Musical Performances and Commentary by Clint Black

Centennial, Colo. – April 19, 2010 – Exclusively broadcast to nearly 500 select movie theaters for only one night, Sons of the Fallen: A Live Tribute to Our Military Heroes takes audiences on an inspiring and compelling journey to a picturesque Rocky Mountain camp where 25 boys gather to honor the memories of their fathers who made the ultimate sacrifice while serving our country in Iraq and Afghanistan. NCM Fathom and the executive producer of “Extreme Makeover Home Edition” Conrad Ricketts present Sons of the Fallen: A Live Tribute to Our Military Heroes, a touching in-theater tribute to our military and their families on Tuesday, May 18 at 8:00 p.m. Eastern / 7:00 p.m. Central / 6:00 p.m. Mountain / 8:00 p.m. Pacific (tape delayed). This uplifting event will feature live fireside discussions with the boys and celebrity camp mentors who celebrate their courage in overcoming many of life’s challenges. Celebrity mentors include current “The Celebrity Apprentice” contestant and former professional wrestler Bill Goldberg, actor Ryan Merriman (“Final Destination 3”) and host of “Sons of the Fallen” and former IndyCar racer Joey “T” Truscelli, with musical performances by Clint Black.

Tickets for Sons of the Fallen: A Live Tribute to Our Military Heroes are available at participating box offices and online at www.FathomEvents.com. For a complete list of
“This live event is about our nation coming together to help tell these boys’ stories so that more people will become aware and never forget the sacrifices these families have made and are continuing to make for our freedom,” said Truscelli, a former Marine and founder of “One Good Turn Ranch 4Kids” in Divide, Colo. where the camp is hosted.

*Sons of the Fallen: A Live Tribute to Our Military Heroes* showcases the boys, ranging in age from seven to 17, who lost their fathers serving the United States as they live together for a week at “One Good Turn Ranch” sharing experiences they typically would have had with their fathers. *Sons of the Fallen: A Live Tribute to Our Military Heroes* features pre-recorded footage as cameras followed the boys on their journey at the ranch while experiencing the joys of the great outdoors and working together through daily camp challenges including climbing the 14,000-foot Pikes Peak, fishing, kayaking, archery and riding in race cars at Pike’s Peak International Raceway. This moving big screen event is presented in association with Schwan’s Home Delivery.

“I have always been drawn to support the military, and when given the chance to be a mentor for boys who had lost a parent to their country’s service, I wanted to help as much as I could,” said Bill Goldberg. “The main reason I got involved was because I couldn’t imagine my little boy growing up and not knowing his father and not being able to share his experiences with his father.”

Goldberg is appearing on NBC’s “The Celebrity Apprentice” and playing for “One Good Turn Ranch 4Kids” as his charity during the series.

NCM will also make a charitable contribution to Communities 4Kids/One Good Turn Ranch from the company’s charity initiative funded by employee donations each month.
“‘Sons of the Fallen: A Live Tribute to Our Military Heroes’ is an event every community should rally around to pay tribute to soldiers who have made the ultimate sacrifice for their country and to those left behind,” said Dan Diamond, vice president of Fathom. “Audiences in theaters will be touched and inspired by these young men as communities and celebrities come together in this historic event to help them after the loss of their brave fathers. Boys like these live in every community across the United States and this program will inspire the hero in all of us to make a difference.”

*Sons of the Fallen: A Live Tribute to Our Military Heroes* appears on the big screen in high-definition with Cinema Surround Sound in 491 select movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as Bainbridge Cinemas (Bainbridge, WA), Carolina Theatre (Asheville, NC) and Palace Cinema 9 (South Burlington, VT), through NCM’s exclusive Digital Broadcast Network – North America’s largest cinema broadcast network.

**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 network covers 171 Designated Market Areas® (49 of the top 50) and includes approximately 16,800 screens (15,400 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM’s network (excluding Consolidated Theatres). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing approximately 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 40.6% 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).

**About Sons of the Fallen**

Sons of the Fallen is a live theater event featuring young boys who lost their father while serving in the military. The show takes place at the One Good Turn Ranch 4Kids in Colorado and is produced by Conrad Ricketts, executive producer of ABC’s “Extreme Makeover Home Edition, host Joey Truscelli and co-executive producer and director Jack Cannon, former director of “Extreme Makeover Home Edition” and CMT’s “Gone Country.” For more information please visit [www.sonsofthefallen.com](http://www.sonsofthefallen.com)

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