



Big Screen Entertainment, Education and Sports Premiere Events

www.BigScreenBoxOffice.com, www.BigScreenRaces.com & www.BigScreenConcerts.com

SEPTEMBER 2006

- ***Nightmare On Elm Street*** -As one of the most frightening horror film slashers of all time, Freddy Krueger established his legacy in eight feature films, a television show and an innumerable body count. Now, the film that started it all is back on the big screen in select movie theatres across the country for two nights only- September 20th and 21st to celebrate the premiere of the all-new, special edition *infinifilm*[™] DVD.

JULY 2006

- ***The Descent***: Horror film fans in select cities across the country were treated to a sneak preview of Lionsgate's newest horror motion picture with a one night only advance screening featuring exclusive behind-the-scenes content created especially by the producers for the event.

MAY 2006

- ***The Boondock Saints***: National premiere of the new Unrated Special Edition of writer/director Troy Duffy's violent, character-driven masterpiece, plus a new, in-theatre exclusive 30-minute feature interview with Duffy sharing behind-the-scenes stories and the untold history of one of the most sensational and graphic cult films in recent memory.

JANUARY 2006

- ***Wedding Crashers***: Owen Wilson and Vince Vaughn renew their vows as America's hottest comedy duo in *Wedding Crashers* – back on the big screen for one night only to celebrate the DVD release in a special event featuring outrageous never-before-seen footage and special featurettes including "The Rules."

OCTOBER 2005

- ***Behind-the-Scenes Look at North Country with Charlize Theron and Director Niki Caro***: Clay Smith of *The Insider* hosted the 30-minute live-via-satellite interview session with Theron and Caro, who shared stories about the making of *North Country* as well as answer pre-selected questions from the theatre audiences. *North Country* was then shown in its entirety in a special sneak preview.

OCTOBER 2005

- ***George A. Romero's Land of the Dead – Unrated Director's Cut***: Horror movie fans kicked off the Halloween season with the premiere of one of the most eagerly-awaited DVD releases in the genre – the never-before-seen Unrated Director's Cut of GEORGE A. ROMERO'S LAND OF THE DEAD – in an exclusive one-night only screening.

AUGUST 2005

- ***The Blues Brothers 25th Anniversary Celebration***: In one of the largest DVD premieres in history, director/writer John Landis and the film's star and co-writer, Dan Aykroyd, hosted a live Hollywood's Master Storytellers[™] Q&A discussion via satellite from Mann's Chinese Theatres in Hollywood, followed by a screening of the film in High Definition and cinema surround sound.

AUGUST 2005

- ***Drum Corps International (DCI) Competition:*** Live Simulcast of the DCI World Championship Quarterfinals from Gillette Stadium in Foxboro, Massachusetts.

JULY 2005

- ***Tour de France: LIVE. LOUD. LARGE:*** National CineMedia, Outdoor Life Network and the Tyler Hamilton Foundation presented a live simulcast of the Tour de France showcasing stage 14 of the race in HD.

MAY 2005

- ***Join the Sisterhood / Join the Conversation With Ann Brashares:*** A sneak preview event of *The Sisterhood Of The Traveling Pants* featuring a live, interactive “Q&A” session with author Ann Brashares before the film.

APRIL 2005

- ***Drum Corps International (DCI) 2005 Classic Countdown:*** Drum Corps fans were given the chance to vote for their favorite performances from each decade, and the top 12 performances were “counted down” in an explosive, remastered digital surround sound presentation.

FEBRUARY 2005

- ***NASCAR Daytona 500:*** A live, high definition simulcast of the *Daytona 500* race in partnership with the NASCAR Digital Entertainment and the FOX Television Network.

DECMEBER 2004

- ***Just Ask Ben:*** A live, Big Screen Classroom educational event in partnership with The History Channel featuring an interactive Q & A session with the “real” Ben Franklin, simulcast live from Carpenter’s Hall and the National Constitution Center in Philadelphia to Regal Entertainment Group movie theatres nationwide.

NOVEMBER 2004

- ***All Aboard With Chris Van Allsburg:*** A live Big Screen Classroom educational event featuring an interactive workshop with Chris Van Allsburg, award-winning author and illustrator of 15 children's books including *The Polar Express* and *Jumanji*.

AUGUST 2004

- ***Drum Corps International (DCI) Competition:*** Live Simulcast of the DCI World Championship Quarterfinals from INVESCO Field in Denver, Colorado. This marked the first time drum corps fans were able to experience the thunder of the drums and the thrill of the competition on the big screen.

JULY 2004

- ***In The Director’s Chair with M Night Shyamalan:*** Veteran film critic Joel Siegel led a virtual “Q & A” with Regal theatre audiences and the acclaimed filmmaker. Shyamalan discussed his career and showcased film highlights including a sneak peek at exclusive footage from his latest Touchstone Pictures film, *The Village*.

JUNE 2004

- ***Tour de France:*** Regal CineMedia, Outdoor Life Network, and the Tyler Hamilton Foundation presented a live simulcast of the Tour de France showcasing stage 13 of the race, marking the first time ever that live cycling had been seen on the big screen.

APRIL 2004

- ***The GMA 35th Annual Music Awards:*** Big screen premiere of the 35th Gospel Music Associations Annual Music Awards simulcast live from Nashville, TN. Former NFL great and current CBS Sports personality Deion Sanders and gospel music sensation Yolanda Adams hosted the event with performers and presenters including Switchfoot, Randy Travis, Smoke Norful and Stacie Orrico.

NOVEMBER 2003

- **Holes:** Newbury Award-winning Author/Screenwriter Louis Sachar, director Andy Davis, and the cast of *Holes* conducted a live, interactive “Virtual Classroom” with students all across the U.S., moderated by author/journalist and former *CNN* anchor Willow Bay. Created in partnership with Walden Media, this *Reel Thinking* Writing Workshop brought together 20,000 4th-8th grade students and teachers across the country for a live discussion and writing lessons with Sachar and Davis.

APRIL 2003

- **Ghosts of the Abyss:** Regal CineMedia, Walt Disney Pictures and Walden Media presented a live, interactive “Virtual Classroom” moderated by NBC’s “Today” co-anchor Katie Couric. This event focused on the science, technology and history behind Academy Award winning director James Cameron’s 3D motion picture experience *Ghosts of the Abyss*, a journey back to the legendary wreck of the Titanic.

DECEMBER 2002

- **Maid in Manhattan:** Columbia Pictures, Revolution Studios and Regal CineMedia teamed up to create the first theatre-based virtual premiere event for the Jennifer Lopez film *Maid in Manhattan*. The event featured live coverage from the red carpet in New York.

SEPTEMBER 2002

- **CSU – UCLA:** Live simulcast of the CSU at UCLA college football game from the Rose Bowl. This special sports presentation was captured and delivered in high-definition to Regal Entertainment Group theatres in both Denver, CO and Irvine, CA.

About National CineMedia, LLC

National CineMedia, LLC is a venture of AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group (NYSE: RGC), three of the world’s leading theatrical exhibition companies. The company develops pre feature entertainment; cinema and lobby advertising products; comprehensive meeting and event services; and alternative forms of entertainment content for approximately 13,000 screens operated by its owner theatre circuits and other theatre affiliates. National CineMedia distributes its products and services across its Digital Content Network (DCN), the world’s largest in-theatre digital distribution network. Once installation of its DCN technology is completed in Cinemark theatres, National CineMedia’s network will comprise approximately 11,000 digital North American theatre screens in 150 markets (49 of the top 50), reaching 525 million movie patrons annually. For additional information, please go to www.ncm.com.

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