

# PRESS RELEASE



## HORROR FANS GET A REAL TREAT WITH DOUBLE DOSE OF "HALLOWEEN" SLASHER FLICKS IN THEATRES ONE NIGHT ONLY

*National CineMedia's FATHOM and VOOM HD Networks' MONSTERS HD Present "Halloween 4" and "Halloween 5" With Specially-Produced Behind-the-Scenes Interviews & Footage in 250 Select Movie Theatres Nationwide*

**Centennial, Colo. - Oct. 3, 2007** - National CineMedia's FATHOM is digging into the infamous "Halloween" vault and bringing psychotic murderer Michael Myers back to the big screen in a double-dose of horror with "Halloween 4 - The Return of Michael Myers" and "Halloween 5 - The Revenge of Michael Myers." Digitally remastered in High-Definition, the "Halloween" double feature will be presented by NCM's FATHOM and MONSTERS HD, the first-ever and only 24-hour channel exclusively devoted to horror, on October 30<sup>th</sup> in 250 movie theatres around the country.

For this one-night event, MONSTERS HD, one of the VOOM HD Networks, the largest and most diverse suite of high-definition channels nationwide, will specially-produce two featurettes - "Halloween: Faces of Fear" and "Meet the Michaels" - which will be presented in true high-definition and will air before the double feature. "Halloween: Faces of Fear" will include new and archival interviews with many members of the films' original cast and crew, including John Carpenter, the late Moustapha Akkad, Tommy Lee Wallace, Ellie Cornell and Danielle Harris, plus rare behind-the-scenes-footage shot on the Utah set of "Halloween 5."

"Meet the Michaels" will feature interviews with six of the men behind the famous mask including Nick Castle (Halloween 1978); Tommy Lee Wallace (Halloween 1978); Tony Moran (Halloween 1978); George Wilbur (Halloween 4: The Return of Michael Myers 1988 & Halloween 6: The Curse of Michael Myers 1995); Don Shanks (Halloween 5: The Revenge of Michael Myers 1989) and Brad Loree (Halloween: Resurrection 2002).

The "Halloween" special in-theatre event will take place on October 30<sup>th</sup> at 7:30 p.m. local time in 250 AMC, Cinemark, Georgia Theatre Company and Regal Entertainment Group movie theatres located across the U.S. Tickets for this special one-time-only event can now be purchased for only \$10.00 at presenting theatre box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of presenting theatre locations, please visit the website (*theatres are subject to change*).

"NCM FATHOM is excited to continue our Halloween tradition by intensifying the terror with this special event that features not one, but two, specially-produced featurettes that truly makes this much more than a movie - it's a Halloween event that horror fans won't want to miss," said Dan Diamond, vice president of NCM FATHOM. "What better night to gather in theatres and experience a huge dose of classic horror than on the eve of Halloween?"

"MONSTERS HD celebrates Halloween everyday of the year, so we are certainly thrilled to bring fright fans this unique behind-the-scenes footage and interviews on one of the most important horror film franchises of all time," said David Sehring, senior vice president and general manager of MONSTERS HD. "Seeing horror films in true HD and stereo surround sound truly adds an exciting edge to the movie watching experience, and allows these films to take on astonishing new depth and detail to make them even more terrifying."

**"Halloween 4 - The Return of Michael Myers,"** originally released in 1988 and the third sequel to the original 1978 teen horror classic "Halloween," follows Michael Myers' escape from years of comatose incarceration while being transported from a maximum security institution. He goes back to the original setting of Halloween to find his sisters' daughter, Jamie. The only man who can stop him is Dr. Sam Loomis (Donald Pleasance). But can he get there in time to save Jamie from Michael?

**"Halloween 5 - The Revenge of Michael Myers"** takes place approximately one year after the events of "Halloween 4." Michael Myers is back on Halloween night to kill the last remaining member of his family. This time though, the town is ready for him, including Dr. Loomis.

#### **About National CineMedia**

National CineMedia (NCM) LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its *FirstLook* pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 14,000 screens of which over 12,300 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 156 Designated Market Areas® (49 of the top 50). During 2006, approximately 550 million patrons attended movies shown in theatres owned by the NCM LLC founding members (excluding Loews). National CineMedia, Inc. (NASDAQ: NCM) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit [www.ncm.com](http://www.ncm.com).

#### **About Monsters HD**

It's Alive! Launched in October 2003, MONSTERS HD is television's first and only, definitive channel dedicated to the popular horror & creature feature category. From the classic horrors of Dracula, Frankenstein and the Wolfman to prehistoric giants like King Kong and Godzilla, to supernatural terrors like The Evil Dead and The Exorcist to the modern maniacs of Michael, Freddy, Jason and Leatherface. MONSTERS HD also goes behind the screams with Monsterama, the channel's original series hosted by Elvira, Mistress of the Dark. Monsterama focuses on every aspect of monster movie mania imaginable. From Hollywood special effects, creature shops and monster make-up to the latest creature collectibles, conventions and upcoming theatrical, DVD and video game releases. MONSTERS HD's Monsterama series has fright fans glued to their seats and drooling with delight with the eerie sights on display shot in stunning hi definition. For more information on MONSTERS HD please log on to [www.monstershd.com](http://www.monstershd.com)

#### **About VOOM HD Networks**

VOOM HD Networks comprise the world's largest suite of high-definition channels for distribution through satellite and cable operators. Produced exclusively in true high-definition and 5.1 Dolby digital surround sound, VOOM HD Networks carry programming in categories as diverse as sports, movies, fashion, music and art. VOOM HD Networks' 15 HDTV channels are available in the U.S. on Echostar's DISH Network and Cablevision's iO digital cable service. A 24/7 linear VOOM HD channel is available internationally and is currently distributed in Asia, Europe and the Middle East. Select VOOM HD programming is also available worldwide and has been licensed for exhibition in more than 150 countries. Building on Rainbow Media Holdings LLC's history of original programming innovation, VOOM HD was developed to meet the growing worldwide demand for quality high-definition programming.

**About Rainbow Media Holdings LLC**

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media is a leading producer of targeted, multi-platform content for global distribution, creating and managing some of the world's most compelling and dynamic entertainment brands, including AMC, IFC, WE tv, LIFESKOOL, SPORTSKOOL, and VOOM HD Networks. Through its IFC Entertainment division, Rainbow Media also owns and manages the following: IFC Films, a theatrical feature film distribution company; IFC First Take/IFC in Theaters, a day and date theatrical feature film/VOD initiative; the IFC Center in New York City; IFC Productions, a feature film production company; and IFC Entertainment, which owns and operates a film library. Rainbow Media also operates Rainbow Advertising Sales Corporation, its advertising sales company, and Rainbow Network Communications, its full service network programming origination and distribution company.

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