

PRESS RELEASE



AWARD-WINNING CNN HOST LARRY KING TO MODERATE HIGHLY ANTICIPATED *BEYOND THE SECRET* EXCLUSIVE IN-THEATRE EVENT ON JANUARY 15TH

***Panel of Acclaimed Life Coaches Reveal the Secret behind the Law of Attraction
during Motivational Event in More than 440 Movie Theatres Nationwide***

Centennial, Colo., Dec. 17, 2008 – Introduced to the world as a “roadmap” to a better life, the best-selling book “The Secret” has transformed millions of lives worldwide. For those ready to continue the journey, a group of renowned life coaches and motivational experts will come together for a discussion in [Beyond the Secret](#)^{**}, an exclusive, in-theatre event that takes audiences beyond the fundamental teachings of “The Secret.” Led by moderator **Larry King**, host of CNN’s “Larry King Live,” the panel will discuss the Law of Attraction and how to understand its hidden, untapped power that can bring joy to one’s life.

Tickets for the ***Beyond the Secret*** in-theatre event on Thursday, January 15th at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT / 8:00 p.m. PT are available at presenting theatre box offices and online at www.FathomEvents.com. For a complete list of theatre locations and prices, please visit the website (*theatres and participants may be subject to change*).

[Beyond the Secret](#) exclusive in-theatre event will be hosted by King, the Emmy Award-winning host of CNN’s highest-rated program “Larry King Live,” who has conducted more than 40,000 interviews throughout his half century career in broadcasting.

The event will feature a panel of acclaimed motivational experts including master teacher Bob Proctor, star of “The Secret” and author of “You Were Born Rich,” who will demonstrate how to apply the concepts from “The Secret” in real, tangible ways.

Featured panelists include:

- **Les Brown** - World-renowned motivational speaker, author of “It’s Not Over Until You Win”

- **Marcia Wieder** - Founder of "Dream University", author of "Making Your Dreams Come True"
- **Holli Walker** - Creator of "Beyond The Secret" DVD, Life Coach
- **Paul Martinelli** - LifeSuccess, President, International Motivational Speaker
- **Mark Moffitt** – Master trainer and mentor to life coaches worldwide
- **Steve Siebold** - Gove-Siebold Group, President, "Mental Toughness" seminars
- **Christian Simpson** - Evolve Business Performance, Founder, "Science of Success" seminars

"'The Secret' was a phenomenon, creating worldwide awareness about the Law of Attraction," said panelist Bob Proctor, who is regarded as one of the living masters and teachers of the Law of Attraction. "This **Beyond the Secret** in-theatre event is packed with practical advice that you can understand and implement immediately to create the life you've always wanted."

Panelist and life coach instructor Holli Walker created "Beyond the Secret" to address the hundreds of questions she received from her website, friends and students about "The Secret."

"While 'The Secret' created a huge awareness, there were steps missing and a lot of people really didn't get it," Walker said. "To fill in the blanks, I interviewed some tremendous teachers and brilliant experts from around the world who shared their wisdom, practical advice and realistic steps for people to use and amp up every aspect of their lives. The 'Law of Attraction' alone isn't the full story, as audiences will discover in **Beyond the Secret**."

The [Beyond the Secret](#) special event will feature vignettes from the upcoming "Beyond the Secret" DVD as well as an interactive panel discussion with the audience from Royce Hall on the UCLA campus taped live the previous night.

NCM Fathom and Anthem Pictures present **Beyond the Secret** on the big screen in high-definition with Cinema Surround Sound in more than 440 select movie theatres, including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Georgia Theatre Company, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theatres, as well as Arlington Theatre (Santa Barbara, CA) and Palace Cinema 9 (South Burlington, VT) through NCM's exclusive Digital Broadcast Network – North America's largest cinema broadcast network.

"Fathom is excited to bring this inspirational event, moderated by the 'master of the mike' Larry King, to Americans looking for an alternative way to create happiness, love, health and prosperity in their lives," said Dan Diamond, vice president of Fathom. "This is a must-see for fans of 'The Secret' who will hear from experts on how to take the steps needed to transform their lives through the Law of Attraction. And they can participate from the comfort and convenience of their local movie theatre!"

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 Holdings 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, lobby and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 17,000 screens of which approximately 15,000 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 176 Designated Market Areas® (49 of the top 50). During 2007, approximately 689 million patrons attended movies shown in theatres currently included in the network (excluding Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCM) owns a 42.3% interest in and is the managing member of NCM LLC. To learn more about National CineMedia Inc., visit the company's website at www.ncm.com.

About Anthem Digital

Anthem Digital is a global media and technology company creating and distributing content, videogames and social networks through current and future mediums. Anthem's companies include: Anthem Pictures, the production, acquisitions and distribution arm; Anthem Interactive (Ai), the video gamed evelopment and web community division; Eon Syndication, the virtual television network; and Sketchpad Studios, the in-house advertising and marketing division. As an independent studio and label, Anthem is always looking to push the envelope with quality original films, programming and technology. Anthem Pictures website is located at <http://www.anthemdvd.com>.

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****“Beyond the Secret” b-roll is available to media for free download at:**

www.thenewsmarket.com/nationalcinemedia

For free registration, log on to <http://www.thenewsmarket.com/> today.

**Preapproved registration is required in order to access footage.*

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