



THE U.S. DEBUT OF *SWORD OF THE STRANGER* – A ROUSING SAMURAI ANIME EPIC – HITS MOVIE THEATRES NATIONWIDE FOR A ONE NIGHT EVENT

***Tickets Now on Sale for Exclusive In-Theatre Anime Event
Appearing in More than 360 Movie Theatres on February 5th***

Centennial, Colo. – Jan. 6, 2009 – NCM Fathom and Bandai Entertainment presents ***Sword of the Stranger***, an exhilarating samurai anime tale straight from Japan, on the big screen in a special one-night event on Thursday, Feb. 5th at 7:30 p.m. local time. This unique theatre event (English dubbed) that brings the story of a nameless samurai to movie theatres will feature an exclusive behind-the-scenes look at the creation of the ***Sword of the Stranger*** at studio BONES as well as never-before-seen interviews with the English voice actors, director Masahiro Ando, and legendary producer Mashiko Minami.

Tickets for this special event are available at www.FathomEvents.com and presenting theatre box offices. For a complete list of theatre locations and prices, visit the website (*theatres are subject to change*).

Acclaimed Japanese anime studio BONES (“Cowboy Bebop,” “Full Metal Alchemist,” “Soul Eater”) brings ***Sword of the Stranger*** to life for this one-night exclusive event. Hunted by the Mings from China, a young boy named Kotaro and his loyal dog Tobimaru meet a nameless samurai who is haunted by his past – a memory so terrible he has vowed to never draw his sword again. Among the Mings is Luo-Lang, a ruthless Western swordsman with the Chinese name who has walked the earth in search of a worthy rival. When both groups clash with a feudal lord and monks torn between faith

and survival, the truth behind the Mings' pursuit of Kotaro tests the bond between the boy and the samurai.

"Bandai Entertainment is proud to partner with NCM Fathom for the American debut of **Sword of the Stranger** – this film has some of the most stunning action choreography ever seen in anime film," said Robert Napton, marketing director for Bandai Entertainment, Inc. "Anime and samurai fans won't want to miss this visually amazing and emotionally compelling event at their local movie theatre, where this film was meant to be seen."

Sword of the Stranger, which was recently submitted to the Academy of Motion Picture Arts and Sciences for consideration for Best Animated Feature of 2008, appears on the big screen in high-definition with Cinema Surround Sound in more than 360 select AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, 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.

"NCM Fathom has experienced great success bringing anime events to the big screen in limited engagement events and we are excited to bring **Sword of the Stranger** to anime fans across the country this February," said Dan Diamond, vice president of NCM Fathom.

About National CineMedia, Inc.

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: NCMI)

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 Bandai Entertainment

Bandai Entertainment Inc. is a subsidiary of Namco Bandai Holdings (USA) Inc. and the premier distributor of Japanese animation on DVD and programming for television broadcast in North America. Additional company and product information is available through our website at www.bandai-ent.com.

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