



A POWERFUL  
**NOISE**

**AMERICANS COME TOGETHER TO FIGHT GLOBAL  
POVERTY AND HONOR INTERNATIONAL WOMEN'S DAY  
AT A POWERFUL NOISE LIVE! – A ONE-NIGHT  
BIG SCREEN EVENT ON MARCH 5<sup>TH</sup>**

*Christy Turlington Burns, Nicholas Kristof, Dr. Helene Gayle join  
other humanitarians during Exclusive LIVE In-Theatre Event  
in more than 450 Select Movie Theatres*

**A POWERFUL NOISE Live! presented by National CineMedia's (NCM) Fathom and  
CARE, in partnership with ONE and the UN Commission on the Status of Women**

**Atlanta and Centennial, Colo. – Feb. 2, 2009** – Americans are invited to join the fight against global poverty by turning a night out at their local cinemas into a movement to help empower poor women around the world. To honor International Women's Day, [A POWERFUL NOISE Live!\\*\\*](#), a one-night, in-theatre event on Thursday, March 5<sup>th</sup>, will give audiences a glimpse into the unbending efforts of three women to create change in Bosnia, Mali and Vietnam. The event will also provide an exclusive opportunity to hear from top experts and advocates about the broader problems – and solutions – facing women in the world's poorest countries. A town hall discussion LIVE from New York City will be simulcast to more than 450 participating movie theatres that night, immediately following the documentary "A Powerful Noise."

Tickets for **A POWERFUL NOISE Live!** are available at participating theatre box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theatre locations and prices, please visit [www.FathomEvents.com](http://www.FathomEvents.com) (theatres and participants may be subject to change).

Presented by National CineMedia's (NCM) Fathom and CARE, in partnership with ONE and the UN Commission on the Status of Women, [A POWERFUL NOISE Live!](#) event begins at 7:30 p.m. ET/ 6:30 p.m. CT / 5:30 p.m. MT / 8:00 p.m. PT (tape delayed) with the documentary followed by a panel discussion.

Event panelists include:

- **Christy Turlington Burns** – CARE advocate for maternal health and contributing editor for *Marie Claire* magazine
- **Nicholas Kristof** – Pulitzer Prize-winning journalist, *New York Times* columnist and acclaimed author
- **Dr. Helene Gayle** - CARE president and CEO

"The world isn't living up to its potential right now because most women and girls lack basic human rights and opportunities we often take for granted in the United States," says Christy Turlington Burns, CARE advocate for maternal health and contributing editor for *Marie Claire* magazine. "But like the three women featured in 'A Powerful Noise,' you can become a champion in your own community to help impact the lives of other women in our world. You can start taking action by joining us on March 5<sup>th</sup> to really learn about the issues facing women and girls in poor countries."

"Your ticket is a passport into the lives of women and girls who are overcoming seemingly insurmountable odds," says philanthropist and entrepreneur Sheila C. Johnson, executive producer of "A Powerful Noise." "By joining us on March 5<sup>th</sup>, you will help empower women and girls around the world, meet like-minded people and stoke your teen's interest in giving back."

[A POWERFUL NOISE Live!](#) appears on the big screen in high-definition with Cinema Surround Sound in more than 450 select movie theatres, including 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), Grand Theatre (Bismark, ND),

Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA) through NCM's exclusive Digital Broadcast Network – North America's largest cinema broadcast network. The event will be broadcast LIVE from the Kaye Playhouse at Hunter College in New York City.

“During these uncertain times where communities across America are coming together, NCM Fathom is proud to present an event that communicates the power of hope that these three amazing women have brought to so many,” said Dan Diamond, vice president of NCM Fathom. “**A POWERFUL NOISE Live!** will inspire and motivate audiences in local theatres nationwide to join together in the fight against poverty, from their neighborhoods to communities around the world.”

Additional event partners include *More* magazine, Acacia catalog and MBT footwear.

For additional actions to fight global poverty and empower women, please visit [www.apowerfulnoise.org](http://www.apowerfulnoise.org).

#### **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: 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](http://www.ncm.com).

#### **About CARE**

CARE is a leading humanitarian organization fighting global poverty. Last year, CARE programs improved the lives of more than 65 million people in 70 countries. CARE tackles underlying causes of poverty so that people can become self-sufficient. Recognizing that women and children suffer disproportionately from poverty, CARE places special emphasis on working with women to create permanent social change. Women are at the heart of CARE's community-based efforts to improve basic education, prevent the spread of HIV, increase access to maternal health services, expand economic opportunity and protect natural resources. CARE also delivers emergency aid to survivors of war and natural disasters, and helps people rebuild their lives. Get involved at [www.care.org](http://www.care.org).

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**\*\*A Powerful Noise b-roll will be available on Tuesday, Feb. 3<sup>rd</sup> to media for free download at: [www.thenewsmarket.com/nationalcinemedia](http://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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