



MADELEINE ALBRIGHT AND NATALIE PORTMAN TO JOIN TOWN HALL DISCUSSION AT A POWERFUL NOISE *LIVE* – A ONE-NIGHT EVENT IN SELECT MOVIE THEATRES NATIONWIDE

**A POWERFUL NOISE *Live* Presented by NCM Fathom and CARE, in Partnership
with ONE and the UN Commission on the Status of Women on March 5th
in Celebration of International Women's Day**

Atlanta and Centennial, Colo. – Feb. 23, 2009 – Presenters of [A POWERFUL NOISE *Live*](#) announced today that Madeleine K. Albright and Natalie Portman will join Christy Turlington Burns, Dr. Helene Gayle and Nicholas Kristof on Thursday, March 5th for a live town hall discussion immediately following the documentary “A Powerful Noise,” executive produced by Sheila C. Johnson. **A POWERFUL NOISE *Live*** is a one-night event in honor of International Women's Day, simulcast from New York City to 450 select movie theatres across America.

“There's power in numbers,” says Natalie Portman. “We're calling on everyone looking to make a lasting difference in the world to join us on March 5th for **A POWERFUL NOISE *Live***. It's time to come together and really focus on helping lift women and their families out of the cycle of extreme poverty. ”

Presented by NCM Fathom and CARE, in partnership with ONE and the UN Commission on the Status of Women, [A POWERFUL NOISE *Live*](#) 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. For a complete list of theatres or to purchase tickets, visit www.FathomEvents.com (theatres and participants may be subject to change). For additional actions you can take to fight global poverty and empower women, please visit www.apowerfulnoise.org.

The call-to-arms documentary “A Powerful Noise” takes viewers into the lives of three extraordinary women: a girls’ education crusader in Mali; an HIV-positive widow in Vietnam; and a peacemaking war survivor from Bosnia. The ensuing panel discussion will turn theatres into town hall meetings on the problems – and solutions – facing millions of other women and girls in the world’s poorest countries.

Event panelists include **Madeleine K. Albright**, former U.S. Secretary of State and Principal, The Albright Group LLC; **Christy Turlington Burns**, CARE advocate for maternal health and contributing editor for *Marie Claire* magazine; **Dr. Helene Gayle**, CARE president and CEO; **Nicholas Kristof**, Pulitzer Prize-winning journalist, *New York Times* columnist and acclaimed author; and **Natalie Portman**, actress and activist.

In most poor countries, women and girls are disproportionately affected by poverty. They still often lack basic rights, access to education, health services and opportunities to earn their own income. However, studies show that when a girl in the developing world receives seven or more years of education, she marries four years later and has 2.2 fewer children. Additionally, when women gain opportunities to earn income they reinvest, on average, 90 percent of it into their families.

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.

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 nearly 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.

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****A Powerful Noise b-roll is available to media for free download at:**
www.thenewsmarket.com/nationalcinemia

For free registration, log on to <http://www.thenewsmarket.com/> today.
**Preapproved registration is required in order to access footage.*

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