



**AMERICA'S BREWING BEER BATTLE
POURS INTO THEATERS WITH *BEER WARS LIVE*
FEATURING A SPIRITED DISCUSSION WITH
INDEPENDENT BREWERS AND EXPERTS LED BY BEN STEIN**

*Founders of Dogfish Head Craft Brewery, New Century Brewing Company
and Stone Brewing Company Share their Quest for the American Dream
During Exclusive LIVE In-Theater Event*

**Beer Wars LIVE presented by NCM Fathom and Ducks In A Row Entertainment
in more than 430 Select Movie Theaters on April 16th**

Centennial, Colo. – March 4, 2009 – Every day millions of Americans drink a beer to celebrate old friends, a new job or the end of a long day. But most are unaware of who – or what – is behind the label of their favorite beer or the power they have to determine its ultimate success or failure. [Beer Wars LIVE](#) marches into select movie theaters in a special live simulcast event on Thursday, April 16th to tell the David and Goliath story of the American beer industry. The event will feature a timely discussion with independent brewers and beer industry experts hosted by pundit, economist and actor Ben Stein following the groundbreaking documentary "Beer Wars" that takes audiences inside the big business of beer.

Tickets for this special one-night event beginning at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT / 8:00 p.m. PT (tape delayed) are available at presenting theater box offices and at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the website (*theaters and participants are subject to change*).

Presented by NCM Fathom and Ducks In A Row Entertainment, in partnership with Reason Foundation and All About Beer magazine, [Beer Wars LIVE](#) will take audiences

behind-the-scenes of the daily battles and all-out wars that dominate one of America's favorite industries. The event will be hosted by the multifaceted Stein, who in addition to being an actor ("Ferris Bueller's Day Off") and screenwriter, is also a well-respected economist, author and former presidential speech writer.

"Beer Wars" director, producer and writer Anat Baron, former beer industry executive, will be joined by several leading independent brewers and beer industry experts for a LIVE and dynamic panel discussion during **Beer Wars LIVE**. Panelists include:

- **Sam Calagione** – Dogfish Head Craft Brewery founder and CEO
- **Rhonda Kallman** – Founder and CEO of New Century Brewing Company and co-founder of Boston Beer Company, makers of Samuel Adams
- **Greg Koch** – Stone Brewing Company founder
- **Charlie Papazian** – Brewers Association president
- **Maureen Ogle** – Beer historian and author of "Ambitious Brew: The Story of American Beer"
- **Todd Alstrom** – BeerAdvocate founder

The panel will provide an inside perspective of the struggles independent brewers face in a corporate dominated world and field questions in a LIVE, talk-show style discussion from Royce Hall in Los Angeles following the documentary that takes a comical, yet in-depth look at those infamous 99 bottles of beer on the wall. "Beer Wars" follows the journey of small independent craft brewers on their quest to live their passion and build their companies and uncovers the institutional roadblocks that stand in their way.

"While following Sam (Calagione of Dogfish Head) and Rhonda (Kallman of New Century Brewing) during the production of the film, I realized that their struggles mirrored those of entrepreneurs in general – raising money, taking risks, getting their product to consumers and managing growth," Baron said. "I made 'Beer Wars' because the beer industry is a reflection of America today. I hope it makes people think twice about the choices they make."

Beer Wars LIVE will be shown in select movie theaters including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as the 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 is thrilled to be able to bring this timely and inspiring discussion to beer lovers across America,” said Dan Diamond, vice president of Fathom. “**Beer Wars LIVE** will start a conversation in a fun and inviting atmosphere in local movie theaters while providing some compelling insight into the political and economic ramifications of an industry like American beer.”

For more information about “Beer Wars,” visit www.beerwarsmovie.com.

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 Ducks In A Row Entertainment

Ducks In A Row Entertainment is an independent production and distribution company committed to bringing great stories to life. Based in Los Angeles, the company develops fiction and non-fiction projects for film and television. As an entrepreneurial company, Ducks In A Row Entertainment produces and distributes its projects via new business models outside of the traditional studio system.

About Reason Foundation

Reason Foundation advances a free society by developing, applying, and promoting the libertarian ideas of individual liberty, free markets, and the rule of law. Reason Foundation changes public policy by helping legislators and bureaucrats develop market-oriented,

performance-based government solutions that rely on local, private, and voluntary action. We publish *Reason*, our award-winning monthly magazine of politics, culture, and ideas. With its message of Free Minds and Free Markets, *Reason* is the largest and most influential libertarian magazine in the world. Our video journalism division, *Reason.tv*, showcases the best free market videos on the Internet and is the home of The Drew Carey Project, a video series starring *The Price is Right!* host Drew Carey. For more information, visit us at www.reason.com.

About All About Beer Magazine

Now in its 30th year, *All About Beer Magazine* defines and covers contemporary beer culture. Its mission: educate the public in beer appreciation and beer quality, and build local beer community. Winner of numerous awards and recognitions, *All About Beer Magazine* publishes the best on beer six times a year with two additional bonus issues each year. Subjects range from beer history and culture to beer travel and entertaining as well as beer brewing and storing. The magazine also produces the World Beer Festivals, where guests have the opportunity to taste samples from a wide range of beers, discuss the beer with brewers and knowledgeable servers, and learn about beer in educational sessions led by *All About Beer Magazine's* award-winning editors and writers. For more information, please visit www.allaboutbeer.com.

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