



NCM FATHOM

**POPULAR RADIO SHOW *THIS AMERICAN LIFE*
RETURNS TO THE BIG SCREEN WITH
ACCLAIMED HOST IRA GLASS AND
SPECIAL GUESTS FOR A ONE NIGHT EVENT
IN OVER 400 MOVIE THEATERS ACROSS AMERICA**

This American Life – Live! Unique Cinema Experience
Presented by NCM Fathom, Chicago Public Radio and BY Experience, Inc.
in collaboration with Public Radio International on Thursday, April 23rd 2009

NEW YORK – March 9, 2009 – Ira Glass, host of Chicago Public Radio's critically-acclaimed *This American Life*, returns to movie screens with a special live simulcast performance of the radio show for one night, Thursday, April 23rd originating from the Skirball Center for the Performing Arts, New York University. Just like in the weekly radio broadcast, Glass and several popular show contributors will perform humorous and profound stories, all centered on a theme. [*This American Life – Live!*](#) will be sent live via satellite to more than 400 select movie theaters and performing arts centers nationwide on April 23rd at 8:00 p.m. EDT / 7:00 p.m. CDT / 6:00 p.m. MDT (time-delayed at 8:00 p.m. PDT and Arizona / 7:00 p.m. Hawaii).

Tickets for this special one night in-theater event are available at presenting theater box offices and online at www.FathomEvents.com. For a complete list of presenting theater locations and prices please visit www.FathomEvents.com or www.thisamericanlife.org (*theaters and participants may be subject to change*). Tickets to attend the live event at NYU Skirball Center sold out in just two days.

The evening's lineup will include popular *This American Life* contributors Dan Savage, Starlee Kine, Mike Birbiglia, David Rakoff and Dave Hill, plus a cartoon by Chris Ware, additional visuals by Arthur Jones, and a special musical performance by Joss Whedon, creator of "Buffy the Vampire Slayer." Together they will perform a two-hour, live stage version of the radio show, centered on the theme "Return to the Scene of the Crime."

[*This American Life – Live!*](#) is presented for the second consecutive year in theaters by NCM Fathom, produced by Chicago Public Radio and BY Experience, Inc. in collaboration with Public Radio International (PRI). Tens of thousands of fans across the country attended the first TAL cinema event in 2008.

"Our listeners enjoyed getting together in their own communities to experience our show in a new way," said host Ira Glass. "The live cinema transmission was surprisingly effective. We were flooded with emails asking for us to do it again. Last year was mostly a sneak preview of stories from our television show. This year we're excited to do a full-on stage performance of the radio show."

[***This American Life – Live!***](#) appears on the big screen in high-definition with Cinema Surround Sound in more than 400 participating AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as Arlington Theatre (Santa Barbara, CA), Grand Theatre (Bismarck, ND), Hollywood 14 (Asheville, NC), Palace Cinema 9 (South Burlington, VT), Penn Cinema (Lititz, PA), Rose Theatre (Port Townsend, WA) and State Theatre (Traverse City, MI) through NCM's exclusive Digital Broadcast Network. Several independent venues and performing arts centers will also participate in the event.

"Fathom is excited to bring *This American Life* back to the big screen for a second year for a truly unique experience for fans – all in the comfort of their local movie theater," said Dan Diamond, vice president of Fathom. "Ira Glass and the featured show contributors will certainly deliver another memorable evening for both fans of *This American Life* and others who want a terrific evening of in-theater entertainment."

"Ira is a master at crafting stories that showcase a range of voices and experiences" says Alisa Miller, PRI president and chief executive officer. "PRI brings different voices to public media. That's why we have embraced the power of [***This American Life – Live!***](#) on the big screen. We are proud to partner with *This American Life* and support this cinema event. I look forward to being part of a rapt audience in April as thousands of fans coast to coast share the experience of the live show."

This American Life debuted in 1995 as a weekly, hour-long radio program, produced by Chicago Public Radio and distributed by Public Radio International to more than 500 radio stations nationwide. Primarily journalistic non-fiction, the show also features fiction, essays and field recordings. The show has won many major broadcasting awards including the Peabody, duPont-Columbia and Edward R. Murrow Awards. In 2001, *Time Magazine* named Glass the "Best Radio Host in America." In 2007, the television version of *This American Life* premiered on premium cable on the Showtime Network. *Newsweek* called it "a jewel of a TV series." *The New York Times* called it "beautifully done, an opulent and moving documentary of the highest order." Season one of *This American Life* received three Emmy nominations and an International Documentary Association Award. Season Two won Emmy Awards for "Outstanding Nonfiction Series" and "Outstanding Directing for Nonfiction Programming."

About National CineMedia, Inc.

NCM LLC operates the largest digital in-theater 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 theater operators in the U.S., and through multi-year agreements with several other theater 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 approximately 17,300 screens of which approximately 15,300 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 2008, approximately 690 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 42.4% interest in and is the managing member of NCM LLC. To learn more about National CineMedia Inc., please visit the company's website at www.ncm.com.

About Chicago Public Radio

Nationally recognized as home to some of radio's most innovative programming and personalities, Chicago Public Radio offers nearly 500,000 weekly listeners a variety of programs—from news and public affairs to music and arts—that reflect the distinct and diverse community it serves. In addition to *This American Life*, the station brings its stories and talent to a wider audience with nationally-distributed programs *Wait Wait...Don't Tell Me!* and *Sound Opinions* as well as the Third Coast International Audio Festival and *Chicago Matters* series. More information at chicagopublicradio.org

About Public Radio International®

Founded in 1983, Public Radio International leads media by producing, acquiring and distributing innovative content that enables U.S. audiences to "hear a different voice," bringing new voices, global journalism and cultural perspectives to the American public. Through partnerships with BBC World Service and station-based and independent producers, the Minneapolis-based media leader provides more than 400 hours of content each week, broadcast to more than 30 million* listeners through 800 public radio stations and available through podcasts, streaming and on-demand through its Web site, pri.org. PRI's content is heard by more than 11 million* people each week through these collective sources. For more information on PRI and its programs and services, visit www.pri.org.

*Source: Arbitron Nationwide/Act 1 Systems, Persons 12+ in DMA, Mon-Sun 24 hours, Spring '08.

About the Jack H. Skirball Center for the Performing Arts at NYU

The Skirball Center for the Performing Arts, New York University, is the premier venue for the presentation of cultural and performing arts events at NYU and lower Manhattan. Located at 566 LaGuardia Place (at Washington Square South), it provides a large-scale performance space for university events and live professional performances from around the world. The 860-seat theater opened in October 2003 and hosts the only major university-based professional multi-arts presenting program in Manhattan. As a result, one natural and continuing mission of the Skirball Center is to build young audiences for live performance through a broad range of compelling performance events at affordable ticket prices. For more information and a current schedule of events, visit www.skirballcenter.nyu.edu.

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