



**FOREVER PLAID 20th ANNIVERSARY SPECIAL
SINGS ITS WAY INTO SELECT MOVIE THEATERS
NATIONWIDE WITH FIRST-EVER, LIVE SING-A-LONG
FOR ONLY ONE NIGHT THIS JULY**

***NCM Fathom and Forever Plaid Productions Present
Special Anniversary Big Screen Event Featuring
Exclusive LIVE Performances by Select Members of the Original Cast***

Centennial, Colo. – May 11, 2009 – “Forever Plaid,” one of Off-Broadway’s most popular and critically acclaimed musicals, is making its first appearance on the big screen in the [Forever Plaid 20th Anniversary Special](#) event on Thursday, July 9th. Select members from the original “Forever Plaid” cast will introduce the event LIVE from the red carpet at Los Angeles’ Club Nokia to fans in movie theaters across the country, followed by a specially-taped 20th Anniversary performance of “Forever Plaid.” Audiences across the country will experience a memorable evening, combining the 20th Anniversary event classic production with new and interactive twists, including a first-ever LIVE, coast-to-coast in-theater sing-a-long with “The Plaids.”

Tickets for the ***Forever Plaid 20th Anniversary Special*** on July 9th at 8 p.m. ET / 7 p.m. CT / 6 p.m. MT and 8 p.m. PT (tape delay) are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the web site (theaters are subject to change).

Presented by NCM Fathom and Forever Plaid Productions, this exclusive [Forever Plaid 20th Anniversary Special](#) event will also include a LIVE performance by “The Plaids” – Daniel Reichard, David Engel, Larry Raben and Stan Chandler –of musical numbers never before staged during the play’s Off-Broadway run. “The Plaids” will incorporate a mix of “swinging standards” and contemporary songs featuring a few strikingly original medleys of the old and

the new – all sung in their close harmony style and broadcast to participating movie theaters nationwide.

“For nearly two decades, Forever Plaid has been the number one Off-Broadway show amassing a very loyal following of ‘Plaid Head’ fans along the way,” said Suren M. Seron of Forever Plaid Productions. “This is an incredible opportunity to bring not only ‘Forever Plaid,’ but an exclusive live performance by select members of the original cast to our huge existing fan base while also exposing this fun musical to a new audience. It’s the perfect way to celebrate the 20th Anniversary of ‘Forever Plaid.’”

Created by writer and director Stuart Ross, “Forever Plaid” centers on the four members of a fictional 1950s close-harmony group who were killed on their way to their big break. Miraculously, the four deceased singers are given a second chance to hit the perfect chord by performing their cabaret act almost 50 years after their deaths, putting on the show they never performed in life. The score consists of musical favorites, including “Three Coins in the Fountain,” “Moments to Remember,” “Chain Gang,” “Heart and Soul” and “Love is a Many-Splendored Thing.” “Forever Plaid,” the No. 1 Off-Broadway show, generated more than \$300 million in ticket sales during its two-decade run. David Hyde Pierce provides the narration for the pre-taped anniversary performance.

“NCM Fathom continues to transform theaters into a new type of community entertainment center through our media network,” said Dan Diamond, vice president of Fathom. “Fathom is committed to offering unique in-theater programming that appeals to a wide variety of audiences, and the ***Forever Plaid 20th Anniversary Special*** is exactly that. This timeless, family-friendly musical will engage and entertain young and old audiences alike, creating an unforgettable experience for all.”

[The Forever Plaid 20th Anniversary Special](#) appears on the big screen in high-definition with Cinema Surround Sound in 375 select AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as El Raton Theatre (Raton, NM),

Hollywood 14 (Asheville, NC), Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive Digital Broadcast Network.

About National CineMedia

National CineMedia (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 (including Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCM) owns a 41.5% 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 Forever Plaid Productions

Forever Plaid Productions is a production company created by producers Benni Korzen, Barney Cohen, Suren M. Seron and Christopher Gosch to hold the rights to as well as produce "Forever Plaid" for the screen, home entertainment market, and beyond. Visit the brand's website at www.foreverplaid.com.

About Club Nokia

L.A. LIVE is a one-of-a-kind entertainment campus and genuine world-class sports and entertainment destination. Located in the center of the entertainment capital of the world, the 5.6 million square foot development is the leading entertainment destination for all of Los Angeles and the event capital of the world hosting the GRAMMYS, EMMYS, American Music Awards, ESPYs, American Idol Finals and hundreds of other events. **L.A. LIVE** was created to give its guests an unforgettable experience. Club Nokia is the perfect venue for emerging music acts and cultural shows while also providing excellent space for corporate events and private parties. Located in the theatre is an innovative interactive experience embedded in foot-controlled floor interfaces, touch screens, and a large LED installation within the lobby of the Club Nokia space. Visit www.clubnokia.com for more information.

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