



## NCM FATHOM EXPANDS ITS ARTS AND CULTURAL PROGRAMMING WITH RENOWNED *NEW YORK THEATRE BALLET SERIES* CREATING "SEASON OF THE ARTS" IN OVER 400 MOVIE THEATERS NATIONWIDE

*New Agreement with MarQe Entertainment Brings Classic Chamber Ballet to Local Community Cinemas Beginning in August*

LAS VEGAS – March 31, 2009 – [NCM Fathom](#), the alternative entertainment division of National CineMedia, announced today an agreement with MarQe Entertainment Inc., (MarQe) to present a series of New York Theatre Ballet (NYTB) performances exclusively in select movie theaters nationwide beginning this August. The NYTB is historically known for its elaborate storybook sets, rich costumes and mesmerizing choreography where each classical story comes to life through the art of dance. *The New York Theatre Ballet series* will complement Fathom's existing opera schedule, offering audiences a "Season of the Arts," beginning in late summer and continuing into 2010. The series will include a live performance of *The Nutcracker*, which is slated to be broadcast live from New York in December. Each performance will feature exclusive segments that will only be seen by cinema audiences. The agreement for Fathom to exclusively distribute *The New York Theatre Ballet series* was announced today by Dan Diamond, vice president of Fathom, at ShoWest 2009, the largest annual convention for the motion picture industry.

Through this new agreement, Fathom in conjunction with MarQe will present ***The New York Theatre Ballet series*** featuring six performances of dynamic chamber ballet classics such as *Sleeping Beauty*, *Cinderella*, *The Nutcracker*, *Carnival of the Animals* and *The Alice in Wonderland Follies*. The ballet performances are perfectly suited to the attention span of the youngest audience members, yet sophisticated enough for the most discerning adults. Hailed by *The New York Times* as “a discreet little pearl in the oyster of New York dance,” NYTB has earned acclaim for its restoration and revival of small masterworks by great choreographers and for its innovative ballets based on children’s literature.

The ***New York Theatre Ballet series*** will be offered across NCM’s exclusive Digital Broadcast Network (DBN) – North America’s largest cinema broadcast network that reaches nearly 500 movie theaters and performing arts centers in the country. Tickets will be available beginning Friday, July 10<sup>th</sup>. Visit [www.FathomEvents.com](http://www.FathomEvents.com) to learn more.

Founded by Diana Byer in 1978, the NYTB is the most widely seen chamber ballet in the U.S. NYTB is the only chamber ballet company in New York to celebrate its 30<sup>th</sup> anniversary in 2009 – an important milestone since numerous chamber companies have closed due to dwindling arts funding and increased costs.

“We are thrilled with the opportunity to work with MarQe and NCM Fathom bringing NYTB’s 30-year legacy to the screen for audiences across the country to enjoy. In this current economic climate, it is more important than ever to make the arts accessible and affordable and we’re doing just that by bringing the rich experience of the NYTB to local cinemas nationwide,” said Byer, artist director and founder of NYTB.

MarQe Entertainment Inc. specializes in the creation and worldwide distribution of high definition digital versions of world class performing arts and special events. MarQe will produce the NYTB events for distribution to movie theaters nationwide.

“Our arrangement with Fathom enables us to bring the performing arts of all disciplines to audiences around the country,” CEO & Executive Producer of MarQe Entertainment Marina Giokas said. “Together, we are providing widespread communities and groups

an opportunity to attend some of the world's greatest performances that have previously been inaccessible due to barriers of time, location and costs. This is truly a groundbreaking initiative."

Fathom is a leader in the alternative entertainment industry, presenting a variety of one-of-a-kind entertainment events in movie theaters nationwide since 2002 including live, high-definition performances of the Metropolitan Opera, as well as special live town hall discussions, sporting, music, anime and many other unique entertainment presentations.

"Fathom has experienced great success in bringing performing arts events to movie theaters around the country and this exclusive partnership with MarQe enables us to offer a 'Season of the Arts' with the *New York Theatre Ballet series*," said Dan Diamond, vice president of Fathom. "This prestigious chamber ballet will add another dimension to our event schedule and give fans of all ages the chance to gather, experience and enjoy more of the fine arts in their local movie theaters."

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

#### **About MarQe Entertainment**

MarQe specializes in the creation of High Definition Digital versions of world class performing arts "special events"; marketing these "special events" to gain exposure and drive audiences; and, licensing the digital version through distribution channels worldwide. MarQe manages all aspects of the process from creative development and capture, marketing and community outreach, to sales and distribution through all available mediums and channels worldwide. We work very closely with our performing arts and distribution partners to create unique special events that engage audiences, enrich lives, entertain, educate and inspire people of all ages. The MarQe team of media professionals has deep expertise in all aspects of live performance events, film, television, distribution, sales and marketing. [www.marqeentertainment.com](http://www.marqeentertainment.com)

### **About the New York Theatre Ballet**

New York Theatre Ballet was founded in 1978 by its artistic director, Diana Byer. It is the most widely seen chamber ballet company in the United States.

NYTB tours its family and adult programs both nationally and abroad, and it operates the nationally-recognized, pioneering LIFT Community Service Program. Its audiences know the Company for its theatrical expressiveness, high production quality, excellent technique, and accessibility. Its aesthetic roots are in the Cecchetti-Diaghilev tradition of the Ballet Russe. The world-renowned teacher and ballet mistress Margaret Craske, brought to the United States by the great choreographer Antony Tudor, passed this tradition on to NYTB.

NYTB is the most sought after and widely seen chamber ballet company in the USA. It's truly accessible ballets touch the hearts of every audience member. Agnes de Mille's Broadway show dances have the audiences on their feet singing and dancing, Antony Tudor's heart wrenching ballets fill everyone's soul and the contemporary pieces by young emerging choreographers guarantee a first glimpse into what's happening on the fringes of the dance and theater world. NYTB is the only chamber dance company that can boast about its magnificent costumes all designed by Metropolitan Opera House resident designer, Sylvia Taalsohn Nolan.

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