



"Elvis on Tour: 75th Anniversary Celebration" to Hit Big Screens Nationwide for Exclusive One-Night Event with Never-before-Seen Footage This July

June 30, 2010

CENTENNIAL, Colo., Jun 30, 2010 (BUSINESS WIRE) -- Commemorating the 75th anniversary of Elvis Presley's birth, Warner Home Video, Elvis Presley Enterprises, Inc. and NCM Fathom are teaming up to present [Elvis on Tour: 75th Anniversary Celebration](#) special in-theater event that celebrates the timeless music of the rock 'n' roll icon. The event, featuring remastered film footage shot with The King of Rock 'n' Roll (TM) on tour and in concert, will be broadcast to more than 460 select movie theaters on Thursday, July 29th at 7:00 p.m. local time. In addition, this exclusive event will feature performances and interviews from the 1972 Golden Globe^(R) Best Documentary winner, "Elvis on Tour," and a specially-produced, exclusive retrospective from Priscilla Presley. [Elvis on Tour: 75th Anniversary Celebration](#) includes never-before-seen Elvis tour footage as well as montage sequences produced by Academy Award^(R)-winning director Martin Scorsese that showcase The King of Rock 'n' Roll's early career and movies.

Tickets for [Elvis on Tour: 75th Anniversary Celebration](#) are available at participating box offices and online at www.FathomEvents.com. For a complete [list of theater locations](#) and prices, please visit the website (*theaters and participants may be subject to change*).

Since Elvis' passing, Priscilla Presley has helped keep his legacy alive as an advocate for his music and as the founder of Elvis Presley Enterprises. As someone who knew the king better than almost anyone, her introduction at the beginning of the event promises to express the depth to which Elvis touched the lives of not just those who knew him, but the whole world.

"I was thrilled when I heard fans will be gathering in theaters across America on July 29 for this Elvis experience, and again in August during Elvis Week in Memphis," said Priscilla Presley. "Those of us who witnessed Elvis in concert know how incredible it was to see him performing live. Now, through this in-theater event and DVD, millions more will get to experience that magic."

"Elvis on Tour," Elvis' last film before his death in 1977, follows The King of Rock 'n' Roll as he embarked on a 15-city U.S. tour in April 1972. More than 25 performances spotlight Elvis' talent, range and showmanship in captivating on-stage performances and intimate backstage rehearsals with his band. Shot with multi-cameras and presented in a split-screen format similar to "Woodstock" the movie, "Elvis on Tour" combines concert, rehearsal and backstage footage to provide all the excitement of having a front-row seat at the show. Concert performances include "Burning Love," "Don't be Cruel," "Teddy Bear," "Hound Dog," "Love Me Tender," "Suspicious Minds," "Heartbreak Hotel," "Are you Lonesome Tonight" and many more favorites.

[Elvis on Tour: 75th Anniversary Celebration](#) also features Elvis' infamous appearance on the Ed Sullivan Show and his first performance of "Burning Love," which was so new, he referred to the lyric sheet during the song.

"Elvis is an American pop culture icon and lives on in the hearts of millions and will return to the silver screen for a command performance at this historic event," said Dan Diamond, vice president of NCM Fathom. "Elvis fans of all ages can experience The King of Rock 'n' Roll again in this restored and stunning presentation of the award-winning music documentary."

[Elvis on Tour: 75th Anniversary Celebration](#) will appear in 467 select U.S. movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Company, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements, Rave Motion Pictures and Regal Entertainment Group movie theaters, as well as Bainbridge 5 (Seattle, WA), The Carolina (Asheville, NC), The Grand Theatre (Bismarck, ND), the Palace Cinema 9 (South Burlington, VT), Penn Cinema (Lititz, PA) and El Raton Theatre (Raton, NM) through NCM's exclusive [Digital Broadcast Network](#) - North America's largest cinema broadcast network.

During Elvis Week events in August of 2010, a special screening will also take place at The Orpheum Theater in Memphis, the same movie house Elvis frequented as a teenager. Tickets to the Elvis Week showing in Memphis are available by going to www.ElvisWeek.com.

"Elvis 75th Anniversary DVD Collection," available from Warner Home Video on August 3, features 17 of The King of Rock 'n' Roll's films, including the new "Elvis on Tour" and fan favorites "Jailhouse Rock" and "Viva Las Vegas." Visit the Warner Home Video official website www.elvisthemovies.com for more information on events and products.

About National CineMedia (NCM)

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom present cinema [advertising](#) and [events](#) across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater network covers 171 Designated Market Areas^(R) (49 of the top 50) and includes approximately 17,100 screens (15,500 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). [The NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing approximately 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 38.3% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About Warner Home Video

With operations in 90 international territories, Warner Home Video, a Warner Bros. Entertainment Company, a division of the Warner Bros. Home Entertainment Group, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, HBO Home Video and New Line Home Entertainment.

About Elvis Presley Enterprises, Inc.

Elvis Presley Enterprises, Inc. (EPE) is based in Memphis, with additional offices in Los Angeles. In addition to Graceland and its related attractions in Memphis, including the Heartbreak Hotel, EPE is aggressively involved in a worldwide licensing program, merchandising, music publishing, and television, film, video and Internet projects. For more information on EPE and Graceland, visit www.elvis.com. EPE is a subsidiary of CKX, Inc. (www.ckx.com), a publicly traded company listed on the NASDAQ Global Market(R) under the ticker symbol CKXE.

For artwork/photos related to this NCM Fathom *Elvis on Tour: 75th Anniversary Celebration* event, click [here](#).

SOURCE: NCM Fathom

NCM Fathom

Michelle Portillo, 303-792-8651

michelle.portillo@ncm.com

or

Goodman Media **for NCM Fathom**

Heath Fradkoff, 212-576-2700

hfradkoff@goodmanmedia.com

or

Bennett Kleinberg, 212-576-2700

bkleinberg@goodmanmedia.com

or

Warner Home Video

Ronnee Sass, 818-977-6439

ronnee.sass@warnerbros.com

or

Janet Keller, 818-977-7831

janet.keller@warnerbros.com

or

Elvis Presley Enterprises, Inc.

Kevin Kern, 901-344-3127

kkern@elvis.com

Copyright Business Wire 2010