



"Def Leppard Viva! Hysteria Concert" To Rock Out U.S. Cinemas With Live Version Of 12x Platinum Album

August 7, 2013

NCM Fathom Events and AEG Live Present the Renowned Band's March/April 2013 Residency from The Joint at Hard Rock Hotel & Casino Las Vegas in Select Movie Theaters Nationwide on Oct. 2 and 8

CENTENNIAL, Colo.--(BUSINESS WIRE)-- This fall, NCM Fathom Events together with AEG Live and Network Live take movie-goers back to the '80s on a rocking, Sin City, rollercoaster ride with the two-night cinema event **"Def Leppard Viva! Hysteria Concert"** on Wednesday, Oct. 2 and Tuesday, Oct. 8 at 8:00 p.m. local time. Recorded live over two nights in March and April 2013 at The Joint, Hard Rock Hotel & Casino Las Vegas's intimate and award-winning music venue, **"Def Leppard Viva! Hysteria Concert"** includes a full front-to-back performance of the classic album *Hysteria*, along with many of the band's greatest hits such as "Rock of Ages" and "Photograph."

Tickets for **"Def Leppard Viva! Hysteria Concert"** are available at participating theater box offices and online at www.FathomEvents.com. The event will be presented in nearly 250 select movie theaters around the country through NCM's exclusive [Digital Broadcast Network](#). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*).

While the band is known for their legendary big-scale arena shows, **"Def Leppard Viva! Hysteria Concert"** features for the first time in years the band performing in such an intimate space as The Joint. The group's epic performances are executed on an elaborately designed set created specifically for the Las Vegas residency. The event will also include additional classic, career-spanning Def Leppard material.

"We've been asked for many years if we'd ever play an album in its entirety, and the answer was always no because we'd be out promoting a new album," says lead vocalist Joe Elliott. "Then in March and April 2013 when we had no new music to promote, we had a chance to revisit arguably our most important album. It was an easy decision to make. As for Vegas, it's no longer perceived as the place crooners go to die! Artists like Mötley Crüe, Elton John, Guns N' Roses & Cheap Trick have recently done residencies and rock 'n' roll has definitely moved in! So, there was no better place for us to take the show. It was a fantastic experience for us and for our fans."

Def Leppard's fourth album *Hysteria*, released in 1987, topped the UK album charts during its debut, and spent a record of 96 weeks on the U.S. Top 40 Chart. The album claimed the No. 1 spot on the Billboard 200 at the same time "Love Bites" came in at No. 1 on the Billboard Singles Chart. *Hysteria* went on to dominate album charts around the world for three years after its release. As of 2009, it has 12x platinum sales in the U.S., and has gone on to sell over 20 million copies worldwide; making it one of the best-selling albums in the U.S., according to RIAA certification. The album spawned seven groundbreaking, chart-topping singles, including "Love Bites," "Pour Some Sugar on Me," "Hysteria," "Armageddon It," "Animal," "Rocket" and "Women." The critically lauded album was also voted one of the "Greatest Albums of All Time" by *Q Magazine* and *Rolling Stone* included the collection on their list of the "500 Greatest Albums of All Time."

"Def Leppard's Las Vegas residency was a huge success and with this event, Fathom is bringing this legendary band to movie theaters in larger-than-life concert experience," said Dan Diamond, senior vice president of NCM Fathom Events. "Viva! Hysteria will have Def Leppard fans on their feet — start to finish — in theaters nationwide."

As one of the world's best-selling bands, Def Leppard has sold more than 100 million albums worldwide, and has two albums with RIAA diamond certification: *Pyromania* and *Hysteria*. They are one of only five rock bands with two original studio albums selling over 10 million copies in the U.S.

Located inside Hard Rock Hotel & Casino Las Vegas, The Joint delivers an unforgettable live music experience to the intimate 4,000 capacity venue. In the great tradition of Las Vegas's first rock venue, The Joint's commitment to remarkable sound, stage lighting and talent remains unparalleled. Now doubled in size, this highly upgraded version retains all the intimacy, character and authentic rock vibe of the original.

About National CineMedia (NCM)

National CineMedia (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 Events](#) 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 advertising network covers 183 Designated Market Areas® (49 of the top 50) and includes approximately 19,600 screens (approximately 18,800 digital). During 2012, over 710 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of approximately 750 locations in 173 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 37 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 45.1% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com. (NCMI-E)

About AEG Live

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices and owns, operates or exclusively books thirty-five state-of-the-art venues. The current and recent concert tour roster includes artists such as Taylor Swift, The Rolling Stones, Bon Jovi, Usher, Carrie Underwood, Daughtry, Justin Bieber, Leonard Cohen, Wisin & Yandel, Kenny Chesney, P!nk, Enrique Iglesias and Paul McCartney. The company is also currently producing residency shows at The Colosseum at Caesars Palace in Las Vegas including Celine Dion, Rod Stewart and Shania Twain and is the exclusive promoter at The Joint at Hard Rock Hotel & Casino Las Vegas. AEG's exhibition portfolio boasts the most successful exhibition of all time, *Tutankhamun and the Golden Age of the Pharaohs*, which has attracted more than 8 million visitors since 2005. AEG Live is also the largest producer of music festivals in North America from the critically acclaimed Coachella Valley Music & Arts Festival to Stagecoach Country Music Festival and New Orleans Jazz & Heritage Festival. www.aeglive.com

About AEG Network Live

AEG Network Live is the industry's premier provider of live, digital and 3D entertainment, offering fans unparalleled access to the artists they want-when and how they want it-via broadband, TV, radio, wireless, theatrical and retail. AEG Network LIVE has completed successful tour and album launch campaigns for AEG Live clients including Katy Perry, Bon Jovi, Celine Dion, Rod Stewart, Prince, Linkin Park, Usher, Garth Brooks, and many others. More information on AEG Network Live can be found at www.networklive.com.

For artwork/photos related to "Def Leppard Viva! Hysteria Concert," click [here](#).

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Source: NCM Fathom Events

News Provided by Acquire Media