



**CMT FILMS PARTNERS WITH NATIONAL CINEMEDIA
AS FORD TRUCKS PRESENTS THE
“BIGGEST, BOLDEST MOVIE PREMIERE EVENT” ON
THURSDAY, SEPTEMBER 7 FOR THE NEW
TOBY KEITH FILM “BROKEN BRIDGES”**

**Fans in over 100 U.S. Cities and Military Bases
Worldwide to Be Part of This Exclusive Event**

**Thousands of Fans Invited to World Premiere Screening in Nashville
Hosted by Toby Keith at the Historic Ryman Auditorium**

NASHVILLE – August 15, 2006 – For only one night, Big Screen ConcertsSM, CMT Films, Ford Trucks and superstar Toby Keith will host the “biggest, boldest movie premiere event” for the Paramount Classics and CMT Films release, “Broken Bridges,” starring Keith, Kelly Preston, Willie Nelson, Tess Harper, Anna Maria Horsford, Lindsey Haun and Burt Reynolds. On Thursday, Sept. 7 at 9:00 p.m., ET/8:00 p.m., CT/9:30 p.m., MT/8:30 p.m., PT, moviegoers in over 100 U.S. cities and servicemen and women at military bases on seven continents around the world, will be able to attend a “Broken Bridges” premiere event that brings the kind of glitz and glamour usually only seen in Hollywood to their hometowns, the day before the film is released in select markets on Friday, Sept. 8.

Fans in over 100 markets will have the opportunity to view an advance screening of “Broken Bridges” in their hometown theaters. The event will kick off with a half-hour program featuring special musical performances by Keith and Haun, showcasing songs featured on the movie’s soundtrack. The special will be presented via-satellite by National CineMedia in high definition exclusively to over 100 select Regal, United Artists, Edwards, Cinemark and Georgia Theatre Company movie theatres across the country, and will include live red carpet coverage from the world premiere at the historic Ryman Auditorium in Nashville, Tenn. The premiere event and film will also be shown at military bases on seven continents around the globe, including Afghanistan, Kuwait and Iraq. Tickets are on sale now at www.BigScreenConcerts.com for \$12.50. *(For a complete list of participating theatres, please visit the Web site.)*

“The idea for the ‘biggest, boldest premiere event’ is simply an extension of Toby Keith’s massive popularity around the world,” said Jeff Yapp, executive vice president, program enterprises, MTVN. “With the help of National CineMedia and Ford Trucks, we can offer the excitement of a

Hollywood premiere to Toby's fans across the country and around the globe. This is truly a worldwide event."

"Our Big Screen Concerts program is dedicated to bringing fans and artists together at their local theatre, and "Broken Bridges" is the perfect combination of music and movies," said Dan Diamond, VP of digital programming with National CineMedia. "Through the technology of our Digital Content Network (DCN) in-theatre digital distribution system, we are able to make fans across the country feel like they're in the front row with Toby Keith for this special event."

This one night event is sponsored by Ford Trucks. Ford Truck branding will be included in the worldwide event on the red carpet. In addition, Toby Keith will arrive to the red carpet VIP-style in a Ford F-Series Truck. Ford Trucks, as a result of their continued sponsorship of Keith's concert tour, has established the Web site, www.HangWithToby.com, which offers fans a once in a lifetime opportunity to win a chance to be in a Toby Keith video and drive off in a new Ford F-150.

"Ford Trucks is proud to support Toby Keith and the theatrical release of his new movie, 'Broken Bridges.' Toby Keith and Ford Trucks have a long standing relationship. His list of credits just continues to grow - singer/songwriter, music superstar; founder and owner, Show Dog Records Nashville, screen actor in a leading role and always a Ford Truck Man!" said Ben Poore, truck group marketing manager.

"Broken Bridges" is a bittersweet story of former high school sweethearts Bo Price (Toby Keith) and Angela Delton (Kelly Preston), who return home after the deaths of their younger brothers which forces them to deal with the past and future. Keith plays a country music singer who has fallen from the spotlight and whose life changes after coming home, reuniting with his true love and meeting his 16-year-old daughter (Lindsey Haun) for the first time.

CMT Films, an extension of CMT, America's No. 1 country music network, is a division of MTV Networks and partner with Paramount Home Entertainment. The new full-service film studio, formed in 2005, uses innovative distribution methods including theatrical and network premieres to distribute the films before premiering them on CMT and releasing for DVD sales. CMT carries original programming, specials, and live concerts and events, as well as a mix of videos by established country music artists and new cutting-edge acts, including world premiere exclusive videos. Founded March 6, 1983, CMT, owned and operated by MTV Networks, reaches 83 million households in the United States. Go to country music's biggest web site at www.CMT.com.

Paramount Classics is the specialty film division of Paramount Pictures Corporation, (PPC), a unit of Viacom (NYSE: VIA, VIA.B). Paramount Pictures Corporation is a global entertainment company that produces and distributes filmed entertainment through the Paramount Motion Picture Group, which includes Paramount Pictures, DreamWorks SKG, Paramount Vantage, and Paramount Classics. PPC operations also include Paramount Pictures International, Paramount Home Entertainment, Paramount Digital Media Group, Paramount Studios and Worldwide Television Distribution.

National CineMedia, LLC is a venture of AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group (NYSE: RGC), three of the world's leading theatrical exhibition companies. The company develops pre feature entertainment; cinema and lobby advertising products; comprehensive meeting and event services; and alternative forms of entertainment content for distribution across the approximately 13,000 screens operated by its owner theatre circuits and other theatre affiliates. Over

11,000 of these screens are part of NCM's Digital Content Network (DCN), one of the world's largest in-theatre digital distribution networks. The network provides content and advertising to 150 U.S. markets, including 49 of the top 50, reaching an estimated 525 million movie patrons annually. For additional information, please go to www.ncm.com.

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. With nearly 325,000 employees and 110 plants worldwide, the company's core and affiliated automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Motor Credit Company. For more information regarding Ford's products, please visit www.fordvehicles.com.

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