



**NBC MAKES 'HEROIC' AND INNOVATIVE CROSS-PLATFORM
MARKETING EFFORT TO LAUNCH NEW SERIES 'HEROES',
EXPANDING PARTNERSHIPS WITH NATIONAL CINEMEDIA,
NISSAN AND APPLE'S iTUNES**

Deal Includes Previews of New Fall Drama Prior to Network Broadcast

BURBANK – July 28, 2006 – NBC's marketing in the digital arena takes a new turn as the network expands its corporate partnerships with National CineMedia, Nissan and Apple's iTunes to cross-promote its new Fall drama "Heroes" by finding new ways to incorporate the products into scripts organically and offering consumers the chance to be the first to see the series.

The announcement was made by John Miller, Chief Marketing Officer, NBC Universal Television Group.

Beginning September 1st, iTunes will offer a free and exclusive download of "Heroes" - in its entirety - in addition to other bonus content from NBC, including series trailers and behind-the-scenes footage from the filming of "Heroes."

"We have an unusual opportunity to team with several excellent corporate partners to let moviegoers be the first to experience this daring new series with its own theatrical feel to it," said Miller. "We want to generate buzz across a variety of platforms long before 'Heroes' ever airs on NBC."

"Once again, NBC is using the cinema to enhance the movie going experience for our patrons with a fun and compelling promotion allowing everybody to have an even better time at the movies," added Cliff Marks, National CineMedia's president of sales and marketing. "Our marketing and content partnership with NBC continues to show how America's two favorite entertainment forums - TV and movies - can team to create exciting consumer engagement opportunities for cinema enthusiasts."

As the exclusive sponsor of the series broadcast premiere, Nissan will present the episode with limited commercial interruption.

Jan Thompson, VP Marketing Nissan North America, related her enthusiasm for the program as part of an ongoing approach for the automaker "This program is just one example of our strategy

to engage consumers by delivering content to them in entertaining, high impact environments where we believe the contextual experience is as important as the message."

In advance of the broadcast premiere, NBC and Nissan will also create three million co-branded promotional "Custom Cards" to be distributed exclusively at AMC, Cinemark and Regal Entertainment Group theaters nationwide through box-office handouts. Moviegoers will be encouraged to view the free download and sample the wide-screen appeal of the "Heroes" premiere on iTunes before its broadcast on NBC.

Each co-branded card will feature a unique pin code that NCM patrons can redeem online at a special iTunes NBC Fall Season "preview site" that will provide a free download of "Heroes" plus a backstage look at its filming and the NBC preview trailers of other network series for Fall 2006.

The massive campaign includes a 10-second "First Look" tease produced by National CineMedia that will run on 5,654 digital screens in 428 theaters during August, informing moviegoers to return to the theater in September to obtain their free download card.

To coincide with the in-theater card handouts in September, NBC will air a schedule of co-branded 20-second promos on the network touting the free preview download of "Heroes" on iTunes and NCM, courtesy of Nissan.

In addition, "Heroes" will receive major in-theater play in August with a two-minute and 30-second content piece playing on select AMC, Cinemark and Regal Entertainment Group big screens. Additionally, the series will be represented throughout participating theatres with a 30-second spot featured on NCM's Lobby Entertainment Network plasma screens and will be branded on popcorn bags, among other promotional items, completing the integrated cinema marketing campaign.

From creator/writer Tim Kring (NBC's "Crossing Jordan"), "Heroes" (Mondays, 9-10 p.m. ET beginning this Fall) is an epic drama that chronicles the lives of ordinary people who discover they possess extraordinary abilities.

###

MEDIA CONTACTS:

Joe Libonati, NBC Universal Entertainment Publicity, 818-840-3050 or joe.libonati@nbcuni.com

Lauren Leff, National CineMedia, 212-931-8107 or Lauren.leff@ncm.com

Chris Manzini, Nissan, 323-202-1055 or Chris.Manzini@edelman.com