



June 6, 2012

Star Trek: The Next Generation 25th Anniversary Event Hits Cinemas

NCM Fathom Events, CBS Home Entertainment and Paramount Home Media Distribution Present One Night Event Celebrating Legendary Series with Fan Favorite Episodes, Never-Before-Seen Content and More in Select Movie Theaters Nationwide July 23

Special Event Will Precede the Blu-ray Debut of "Star Trek: The Next Generation — The First Season" on July 24, Available at Best Buy™

CENTENNIAL, Colo.--(BUSINESS WIRE)-- This summer, Trekkers across the country can 'boldly go where no one has gone before' with "[Star Trek: The Next Generation 25th Anniversary Event](#)," a one night in-theater celebration on Monday, July 23 at 7:00 p.m. local time, with an additional 10:15 p.m. showing in select theaters. Painstakingly retransferred from the original source material during its ongoing multimillion dollar restoration, this special anniversary event celebrating the debut of "Star Trek: The Next Generation — The First Season" Blu-ray on July 24 will feature two of the most popular episodes from the storied first season, "Where No One Has Gone Before" (Ep. 106) and "Datalore" (Ep. 114). The episodes were handpicked by well-known "Star Trek" experts and restoration consultants, Mike and Denise Okuda, who chose "Where No One Has Gone Before" for its beautiful space imagery and the Data-centric "Datalore" because the character played by Brent Spiner has long been a fan favorite.

In addition to the two episodes, which will be introduced by the Okudas, fans will also be among the first to get a glimpse of the brand-new special features including interviews with the team behind the restoration as they discuss the process and countless man-hours dedicated to the upgrade of "The Next Generation." The evening will conclude with an extended preview of the Season 2 Blu-Ray, which will be released later this year.

Tickets for "**Star Trek: The Next Generation 25th Anniversary Event**" will be available beginning Friday, June 8 at presenting theater box offices and online at www.FathomEvents.com. For a complete list of presenting theater locations and prices, please visit the web site (*theaters and participants may be subject to change*).

"We're thrilled to be able to introduce 'Star Trek: The Next Generation' to a new generation," said Ken Ross, executive vice president and general manager of CBS Home Entertainment. "Seeing the episodes in a theater setting is the perfect way to show off the pristine picture that high definition allows and launch the first season on Blu-Ray."

Presented by NCM Fathom Events, CBS Home Entertainment and Paramount Home Media Distribution, this event will be broadcast to nearly 500 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"'The Next Generation' series is timeless. It's hard to believe 25 years have gone by since this iconic show premiered on television," said Shelly Maxwell, executive vice president of NCM Fathom Events. "This special event celebrates the magic that made this beloved series so memorable."

Created by Gene Roddenberry as part of the "Star Trek" franchise, "Star Trek: The Next Generation" was produced 21 years after the debut of the original "Star Trek" series. Featuring one of the most endearing ensemble casts in television history, "Star Trek: The Next Generation" took fans on the remarkable continuing voyages of the Starship Enterprise set in the 24th century from the year 2364 through 2370. With 178 episodes spread over seven seasons, it ran longer than any other "Star Trek" series. In addition to "Next Generation," the "Star Trek" franchise includes "Star Trek: Deep Space Nine" (1993-1999), "Star Trek: Voyager" (1995-2001), "Star Trek: Enterprise" (2001-2005), and "Star Trek: The Animated Series" (1973-1974), as well as 11 feature films.

"Star Trek: The Next Generation — The First Season" Blu-ray will be available at Best Buy as a six-disc set on July 24. The set includes a wealth of exclusive bonus material, including over 95 minutes of brand-new documentaries featuring never-before-seen cast and crew interviews and an inside look at taking "The Next Generation" to the next level of high-definition, archival footage, original episodic promos and featurettes from the DVD release.

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 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 181 Designated Market Areas® (49 of the top 50) and includes over 19,000 screens (approximately 17,800 digital). During 2011, over 670 million patrons (on an annualized basis) 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 over 700 locations in 167 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com.

About CBS Home Entertainment

CBS Home Entertainment manages the worldwide DVD and Blu-ray businesses for the CBS Corporation across all lines of content including current hits and classic series from the vast CBS library, as well as new releases from Showtime Video. CBS Home Entertainment products are released on the CBS DVD and CBS Blu-ray labels.

About Paramount Home Media Distribution

Paramount Home Media Distribution (PHMD) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NASDAQ: VIA, VIAB), a leading content company with prominent and respected film, television and digital entertainment brands. The PHMD division oversees PPC's home entertainment, digital and television distribution activities worldwide. The division is responsible for the sales, marketing and distribution of home entertainment content on behalf of Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV, Nickelodeon, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment. PHMD additionally manages global licensing of studio content and distribution across worldwide digital and television distribution platforms including online, mobile and portable devices and emerging technologies.

NCM Fathom Events

Samuel Threadgill, 303-957-1749

samuel.threadgill@ncm.com

or

Scoop Marketing for **NCM Fathom Events**

Erik Stein, 818-761-6100

estein@solters.com

or

For **CBS Home Entertainment** and **Paramount Home Media Distribution**

Nicole Yavasile, 310-694-3252

Nicole_Yavasile@bhimpact.com

Source: National CineMedia

News Provided by Acquire Media