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## The Lord of the Rings™ Trilogy Remastered Extended Edition Films Hit the Big Screen for Cinema Event Series Featuring Exclusive Introductions by Peter Jackson

***NCM Fathom and Warner Home Video Bring Middle-earth to Nearly 500 Theaters with Oscar®-Winning Trilogy for a Three-Night Event Series in Movie Theaters Nationwide This June***

CENTENNIAL, Colo.--(BUSINESS WIRE)-- One of the most magical adventures in motion picture history is coming to the big screen this summer—bigger and better than ever—as NCM Fathom and Warner Home Video present [The Lord of the Rings™ Motion Picture Trilogy Extended Edition Event](#). The Academy Award®<sup>1</sup>-winning trilogy will be featured in an exclusive series of in-theater events in June, including ***The Lord of the Rings: The Fellowship of the Ring™*** on June 14; ***The Lord of the Rings: The Two Towers™*** on June 21; and ***The Lord of the Rings: The Return of the King™*** on June 28, all beginning at 7:00 p.m. local time. During each Fathom event, theater audiences will view nearly<sup>2</sup> an hour of additional feature footage per film with additional and extended scenes that were carefully selected under the supervision of director Peter Jackson. In addition, fans will be treated to personal introductions to each film from Jackson, which were captured on the set of his current film *The Hobbit*, all making this an historic series that can only be experienced on the big screen.

Tickets for ***The Lord of the Rings™ Motion Picture Trilogy Extended Edition Event*** are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations, prices and additional information, visit the Fathom website (*theaters and participants are subject to change*).

***The Lord of the Rings™ Motion Picture Trilogy Extended Edition Event*** will appear in nearly 500 movie theaters across the country via the new digital cinema projection systems.

Jackson, currently busy on set directing *The Hobbit*, took a moment to share his thoughts on the upcoming *The Lord of the Rings* Extended Edition theatrical showings: "I am happy to bring *The Lord of the Rings* back up on the big screen, particularly these new presentations of the extended editions that have been remastered for high-definition. Making these films was a great experience and I'm pleased to be able to share them with fans eager to make a return journey to Middle-earth."

Out of the 30 total Academy Award nominations received, *The Lord of the Rings™* trilogy won a record 17 Academy Awards®: ***The Lord of the Rings: The Return of the King™ (2004)*** won 11 awards including Best Picture, Best Director, Best Adapted Screenplay and eight others. Based on the best-selling novels by J.R.R. Tolkien, Jackson's movie trilogy is an epic journey of men, hobbits, elves, dwarves and the rest of Middle-earth's creatures and cultures. The trilogy chronicles the struggle of good versus evil with fantastic special effects and a strong emotional center; capturing the enduring fellowship and ultimate sacrifice while enhancing the chaos and destruction of Middle-earth.

"*The Lord of the Rings™ Extended Edition Trilogy* is a visual masterpiece that returns to the big screen to be experienced the way Peter Jackson intended: with the additional feature footage for each installment," said Dan Diamond, vice president of NCM Fathom. "Combined with all-new introductions to each event by Jackson, the exceptional quality of digital cinema and the one-of-a-kind experience the movie theater offers, ***The Lord of the Rings™ Extended Edition Event*** marks a new landmark in cinematic history."

Warner Home Video will release all three of Jackson's epic adventures in their extended edition versions on June 28 as a stunning 15-disc trilogy, ***The Lord of the Rings™ Motion Picture Trilogy: Extended Edition on Blu-ray™***. The trilogy features all three Extended Edition films on Blu-ray with nine Special Feature DVDs, and over 26-hours of spellbinding behind-the-moviemaking material including the rare Costa Botes documentaries. Botes was given unprecedented access to the set of each production by Jackson and features in-depth behind-the-scenes film footage.

### **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 advertising network covers 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,300 screens (16,000 digital). During 2010, over 675 million patrons attended movies shown in theaters currently included in NCM's network (including

Consolidated Theatres, Rave Cinemas and R/C Theatres). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 162 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 43 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.5% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.nationalcinemedia.com](http://www.nationalcinemedia.com) or [www.ncm.com](http://www.ncm.com) or [www.fathomevents.com](http://www.fathomevents.com). (NCMI-F)

### **About Warner Home Video**

With operations in 90 international territories, Warner Home Video, a division of Warner Bros. Home Entertainment Inc., commands the largest home entertainment 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 Video and New Line Cinema.

<sup>1</sup> \*Academy Award(s)® and "Oscar(s)®" Are the Registered Trademarks and Service Marks of the Academy of Motion Picture Arts and Sciences

<sup>2</sup> *The Lord of the Rings: The Fellowship of the Ring* ~~74~~<sup>79</sup> minutes longer

*The Lord of the Rings: The Two Towers* ~~73~~<sup>76</sup> minutes longer

*The Lord of the Rings: The Return of the King* ~~70~~<sup>72</sup> minutes longer

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