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Eric Clapton's Crossroads Guitar Festival 2010 Brings World's Greatest Artists to Movie Theaters Nationwide on July 27

NCM Fathom and Rhino Entertainment Showcase the Top Guitarists - including Eric Clapton, ZZ Top, Steve Winwood, BB King, Jeff Beck, Vince Gill, Sheryl Crow, Buddy Guy, John Mayer, Bill Murray and more - on the Big Screen in High Definition in Over 475 Select Theaters

CENTENNIAL, Colo., Jun 29, 2010 (BUSINESS WIRE) -- Legendary guitarist Eric Clapton shares the stage with some of the greatest artists in the world during a star-studded, extraordinary concert on Tuesday, July 27 in more than 475 movie theaters nationwide. Presented by [NCM Fathom](#) and Rhino Entertainment, the [Eric Clapton Crossroads 2010](#) special two-hour event will be shown in HD beginning at 7:30pm local time across all time zones and will feature historic musical performances from the day-long Crossroads Guitar Festival 2010, which took place at Chicago's Toyota Park on June 26. All 27,000 tickets to this year's Chicago festival sold out in minutes - making it one of the hottest must-attend concert events of the summer.

Eric Clapton Crossroads 2010 gives fans around the country a chance to experience many of the greatest moments from the legendary day-long festival, including performances by Clapton, ZZ Top, Steve Winwood, BB King, Jeff Beck, Vince Gill, Sheryl Crow, Buddy Guy, John Mayer, Bill Murray and many others. Theater audiences will gain exclusive backstage VIP access to behind-the-scenes footage and candid interviews with the performers, including an introduction by Clapton himself.

Tickets for ***Eric Clapton Crossroads 2010*** in-theater event are available at participating theater box offices and online at www.fathomevents.com. For a complete list of theater locations and ticket prices, please visit the Fathom website (*theaters and participants are subject to change*).

"Simply said, it's the best of the best on one stage for one night," said Dan Diamond, vice president of Fathom. "The in-theater event will allow fans all over the country to experience Crossroads Guitar Festival 2010 in stunning HD and digital sound, complete with an unrivaled line-up of the world's best guitarists and surprise guests playing impromptu jams that are the hallmarks of these amazing performers."

Often credited as being one of the all time greatest guitarists and known amongst his peers as one of the all time greatest collaborators, Eric Clapton is the only recording artist to be inducted into the Rock & Roll Hall Of Fame three times: as a solo artist, as a member of the Yardbirds, and for his work with Cream. He is also the recipient of 18 Grammy Awards for his solo music and work in various bands and projects. In 1998, Clapton founded The Crossroads Centre in Antigua, a treatment and education facility founded for chemically dependent persons.

Since its inception, Clapton's vision for the Crossroads Guitar Festival has been to create an event where his friends and contemporaries can have fun and perform together for the benefit of a good cause. In 2004, the first Crossroads Guitar Festival was held in Dallas, Texas to benefit The Crossroads Centre and featured more than 40 performers including guitar legends Carlos Santana, Joe Walsh, Jimmy Vaughn, and Bo Diddley. Tickets for the second concert, held in Chicago in 2007, sold out in 22 minutes.

Eric Clapton Crossroads 2010 will be shown in select movie theaters including AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Company, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Malco Theatres, Marcus Theatres, National Amusements, Rave Motion Pictures and Regal Entertainment Group movie theaters, as well as Arena Theatre (Point Arena, CA) Bainbridge 5 (Seattle, WA), Carolina Theatre (Asheville, NC), Palace Cinema 9 (South Burlington, VT), Penn Cinema (Lititz, PA) and El Raton Theatre (Raton, NM), through NCM's exclusive [Digital Broadcast Network](#).

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 network covers 171 Designated Market Areas(R) (49 of the top 50) and includes approximately 17,100 screens (15,500 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). [The NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with

cinema, encompassing approximately 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 38.3% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About Rhino Entertainment

Based in Burbank, California, Warner Music Group's Rhino Entertainment was founded in 1978 and is the world's leading pop culture label. Emphasizing flawless sound quality, bonus tracks, informative liner notes, award-winning creative packaging, an offbeat sense of humor, and a strong social conscience, Rhino continues to set the standard for excellence in the reissue business it pioneered in both the physical and digital worlds. Rhino is also expanding the definition of what a catalog music company is, as evidenced by the label's recent name and likeness representation deal with Frank Sinatra and its multi-faceted relationship with Grateful Dead. The vast Rhino catalog of more than 5,000 CDs, videos, and digital exclusive albums features material by Aretha Franklin, Ray Charles, The Doors, Chicago, Black Sabbath, John Coltrane, Yes, Alice Cooper, Linda Ronstadt, The Ramones, The Monkees, Carly Simon, Curtis Mayfield, among many others.

SOURCE: NCM Fathom

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