



July 15, 2013

"Eric Clapton's Crossroads Guitar Festival 2013" Brings World's Greatest Guitar Stars to Cinemas This Summer

NCM Fathom Events and Crossroad Concerts LLC Present the All-Star Benefit Concert in Select U.S. Theaters on Aug. 13

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Bringing the ultimate guitar concert featuring the most legendary guitarists in the world to select U.S. movie theaters, NCM Fathom Events and Crossroad Concerts LLC present "[Eric Clapton's Crossroads Guitar Festival 2013](#)" on Tuesday, Aug. 13 at 7:30 p.m. (local time). This special, one-night event will feature the best performances and backstage access from Clapton's Crossroads Guitar Festival pre-recorded over two nights at Madison Square Garden this past April. Tickets for the live concert sold out within minutes of going on sale, but fans can experience one of the hottest events of the year from their local theater as Clapton gathers his most respected colleagues in the music industry for a jam session. The live concert and portions from the cinema event benefit the Crossroads Centre, a treatment and education facility for chemically dependent people, based in Antigua and founded by Clapton.

"**Eric Clapton's Crossroads Guitar Festival 2013**" will be presented in nearly 500 select movie theaters around the country through NCM's exclusive [Digital Broadcast Network](#). Tickets are available at participating theater box offices and online at [www.FathomEvents.com](#). For a complete list of theater locations and prices, visit the NCM Fathom Events website (theaters and participants are subject to change).

Musicians featured in the cinema event include the Allman Brothers Band, Blake Mills, Booker T., Buddy Guy, Derek Trucks, Doyle Bramhall II, Eric Clapton, Gary Clark Jr., Gregg Allman, Jeff Beck, John Mayer, Keith Richards, Keith Urban, Los Lobos, Robert Cray, Sonny Landreth, Vince Gill and Warren Haynes.

Since 2004, the Crossroads Guitar Festival has taken place every three years and the 2013 edition is the fourth in the series. A mix of sultry blues, classic rock and country jams, the festival offers a wide sampling of legendary guitarists and their greatest hits, where anything can unfold onstage at any time. 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.

"NCM Fathom Events is thrilled to bring audiences the concert event of the summer as Eric Clapton and the world's best guitarists combine for an unforgettable night in cinemas across the country," said Dan Diamond, senior vice president of Business Development of NCM Fathom. "The Clapton Crossroads Guitar Festival has long been one of the premiere events in music, and communities of fans nationwide will enjoy the ultimate concert experience on the big screen with amazing sound and front row seats."

About National CineMedia (NCM)

National CineMedia ([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 183 Designated Market Areas® (49 of the top 50) and includes approximately 19,300 screens (over 18,400 digital). During 2012, approximately 710 million patrons 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 740 locations in 172 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.9% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](#) or [www.FathomEvents.com](#). (NCMI-E)

About the 2013 Crossroads Guitar Festival

The 2013 Crossroads Guitar Festival Presented By Chase featured over 30 of the world's greatest guitarists playing sidemen to each other over two nights at the world's most famous arena, Madison Square Garden, on April 12-13. The Crossroads Guitar Festival supports The Crossroads Centre, Antigua, which was founded in 1998 to provide treatment and education to chemically dependent persons, those with other compulsive addictive behaviors, their families and their significant others.

Treatment is provided through residential care, as well as family and aftercare programs. The pathway to recovery is founded on the movement toward a change in lifestyle. Crossroads Centre, Antigua also operates a 16-bed halfway house in Antigua called the Bevon House (exclusively for Antigua residents) and facilitates a school-based education series, Breaking the Cycle, in all Antiguan schools. The Crossroads Centre has recently expanded its program to offer transitional living for men, in line with the Crossroads Centre's philosophy on recovery, at The Sanctuary in Delray Beach, Florida, for those who have completed a residential treatment program. To donate now, go to <http://crossroadsantigua.org/donate>. For more information, go to www.ericclapton.com or www.crossroadsguitarfestival.com/.

For artwork/photos related to "Eric Clapton's Crossroads 2013," click [here](#).

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Source: NCM Fathom Events

News Provided by Acquire Media