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## **NCM® Fathom Events Now Available on Amazon.com and Amazon Instant Video**

***"Dr. Harvey Karp, LIVE: A Conversation about Babies, Toddlers and Sleep" Fathom Event Exclusively Available Now on Amazon.com via CreateSpace DVD on Demand***

CENTENNIAL, Colo.--(BUSINESS WIRE)-- NCM® [Fathom Events](#), the alternative entertainment division of National CineMedia (NASDAQ: NCMI) and world leader in unique movie theater programming, has entered into an agreement with Amazon.com, Inc. to distribute specially selected in-theater events both on DVD through the CreateSpace on Demand platform and digitally via Amazon Instant Video, announced Shelly Maxwell, executive vice president of Fathom Events.

"Over the last decade, Fathom Events and the exhibition community have experienced great success bringing alternative entertainment events to movie theaters nationwide. This agreement with Amazon allows fans to experience select events again from their own living room or available connected device," said Maxwell. "Fathom Events has always been an innovator in this space and this strategic alliance is just another way for us to expand our deals, benefiting both theater owners and their audiences."

The first event to be released is "Dr. Harvey Karp, LIVE: A Conversation About Babies, Toddlers and Sleep," featuring America's favorite pediatrician, Dr. Harvey Karp. Fathom Events brought Dr. Karp's groundbreaking parenting solutions to the big screen on June 21 in "Parent's Night Out with The Happiest Baby & Happiest Toddler, starring Dr. Harvey Karp." The event is available now on DVD (\$19.99) and digitally (\$11.99) on [Amazon.com](#).

[Fathom Events](#) is a leader in the alternative entertainment industry, offering a variety of one-of-a-kind entertainment events in movie theaters nationwide since 2002 including live, high-definition performances of the Metropolitan Opera, sports, music, Broadway and many other unique entertainment presentations.

### **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](#).

### **NCM Fathom Events**

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