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## "Bon Jovi--The Circle Tour" in More Than 550 U.S. Movie Theaters for One Night Only™, November 8, 2010

### **NCM Fathom and AEG Network Live Present Bon Jovi Concert Event Featuring Footage from Sold-Out Series of New Meadowlands Stadium Shows**

CENTENNIAL, Colo., Oct 13, 2010 (BUSINESS WIRE) -- Giving fans across the country a chance to experience one of the year's most historic series of concerts, NCM Fathom and AEG Network Live will present [Bon Jovi--The Circle Tour](#), a special in-theater event on Monday, November 8 at 7:30 p.m. local time. In anticipation of the band's soon-to-be-announced 2011 concert dates, and to celebrate the upcoming release of the *Bon Jovi - Greatest Hits Collection*, this special event captures the magic and energy of the band's sold-out, four-night stand at New Jersey's New Meadowlands Stadium. **Bon Jovi--The Circle Tour** features footage shot during these epic nights, which drew 200,000 fans on the band's home turf, and began with the stadium's inaugural concert on May 26, 2010.

**Bon Jovi--The Circle Tour** is exclusive to movie theaters for one night only, and features performances of songs from the band's 2009 album, *The Circle*, as well as their career-spanning hits. The event will kick off with a sneak preview of Bon Jovi's new music video, "What Do You Got."

Tickets for the **Bon Jovi--The Circle Tour** in-theater event are now on sale at participating box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, please visit the website (*may be subject to change*).

Critics were unanimous in their praise of the New Meadowlands concerts, with the *New York Times* stating that Bon Jovi "lays claim to his home turf with exultant pride, and with exhortative anthems about hanging in and hanging on." The *New York Post* wrote that "...the forever-young singer and his band of Jersey pop giants christened the shiny new stadium with a rollicking extravaganza of light, sound and performance energy..." while the *Star-Ledger* simply raved that "...it was spectacular."

**Bon Jovi - The Circle Tour** will appear in more than 550 select U.S. movie theaters, including AMC Entertainment Inc., Cinemark Holdings, 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, R/C Theatres and Regal Entertainment Group movie theaters, as well as the Carolina Theatre (Asheville, NC), El Raton Theatre (Raton, NM), Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive [Digital Broadcast Network](#) - North America's largest cinema broadcast network.

"Bon Jovi has been rocking millions of fans in stadiums and arenas around the world for more than 25 years with hit after hit and fans won't want to miss this opportunity to see them return home to Jersey for 'The Circle Tour' on the big screen," said Dan Diamond, vice president of NCM Fathom. "Bon Jovi always delivers an unforgettable concert and seeing them perform on their home turf at the New Meadowlands Stadium is a must-see for not only their die-hard fans, but fans of all ages."

"The Circle Tour," closed out the summer as the No. 1 North American tour according to *Pollstar* and *Billboard*. The tour followed in the wake of the band's 11<sup>th</sup> studio album, *The Circle*, which debuted at No.1 in numerous countries including the U.S. Globally, the Grammy(R) Award-winning band has sold more than 120 million albums, and performed more than 2,600 concerts in over 50 countries for more than 34 million fans. For more information, visit [www.BonJovi.com](http://www.BonJovi.com).

### **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 172 Designated Market Areas(R) (49 of the top 50) and includes approximately 17,100 screens (15,600 digital). During 2009, over 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The NCM Fathom Events broadcast network is comprised of approximately 550 locations in 154 Designated Market Areas(R) (49 of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing over 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.2% interest in and is the managing member of National CineMedia LLC. For more

information, visit [www.ncm.com](http://www.ncm.com) or [www.fathomevents.com](http://www.fathomevents.com).

### **About AEG Live**

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices, and thirty state-of-the-art venues. The company is currently producing tours and productions including Cher at The Colosseum at Caesars Palace, Supernatural Santana: A Trip Through the Hits at The Joint at Hard Rock Hotel & Casino in Las Vegas, Barry Manilow at Paris Las Vegas. The concert tour roster includes artists such as Taylor Swift, The Black Eyed Peas, Bon Jovi, Carrie Underwood, Daughtry, Justin Bieber, Leonard Cohen, Miley Cyrus, Kelly Clarkson, Wisin & Yandel, Britney Spears, Kenny Chesney, P!nk, Paul McCartney and KISS. AEG Live is the largest producer of music festivals in North America from the critically acclaimed Coachella Music & Arts Festival to Stagecoach and New Orleans Jazz & Heritage Festival. For more information, go to [www.aeglive.com](http://www.aeglive.com).

### **About AEG Network Live**

Network LIVE is the industry's largest provider of live digital entertainment, offering fans unparalleled access to the artists they want--when and how they want it--via broadband, TV, radio, wireless, theatrical and retail. AEG Network LIVE has completed successful tour and album launch campaigns for AEG Live clients including Bon Jovi, Celine Dion, Rod Stewart, Prince, Linkin Park, Garth Brooks, and many others. More information on AEG Network Live can be found at <http://www.networklive.com>.

SOURCE: NCM Fathom

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