



February 27, 2012

Broadway Hit Matthew Bourne's *Swan Lake* in 3-D for One Night in U.S. Cinemas

NCM Fathom Events and More2Screen Present Highly Acclaimed Tony[®] Award Winning Event in RealD[™] 3D at Select Movie Theaters Nationwide on March 20

CENTENNIAL, Colo.--(BUSINESS WIRE)-- NCM Fathom Events and More2Screen present Matthew Bourne's triumphant re-interpretation of one of ballet's classic stories, [Swan Lake in 3D](#), shown exclusively in RealD[™] 3D, in select theaters on Tuesday, March 20 at 7:30 p.m. local time. Perhaps best-known for replacing the traditional female corps de ballet with a menacing male ensemble, *Swan Lake in 3D* was pre-recorded at Sadler's Wells, London in 2011 with a stellar cast including the magnificent Richard Winsor as the lead Swan/Stranger, Dominic North as The Prince and Nina Goldman as The Queen. Edgy and dramatic, Bourne's *Swan Lake* tells the eternal story of tragic and forbidden love with dynamic, modern day flair, making this production a one-of-a-kind experience for ballet and performing arts fans alike.

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*). This presentation will be broadcast to select movie theaters through NCM's exclusive [Digital Broadcast Network](#).

"I'm delighted that by using the cutting-edge 3-D technology now available we've created a superb new version of this hugely popular production that immediately engages the audience, pulling them into the action on stage and giving them instant involvement with the characters," said Matthew Bourne. "Screening in cinemas will take *Swan Lake* to the far reaches of the globe which is an incredibly exciting prospect in this 25th anniversary year of our dance company, New Adventures."

With more than 30 international theatre awards including three Tonys[®] and an Olivier, *Swan Lake* has been acclaimed as a landmark achievement on the stage, becoming the longest running ballet in the West End and on Broadway. This is the first time the production has been filmed in 3—D and is the world's first 3—D *Swan Lake*.

"The multi-camera 3-D production creates a unique experience that will draw movie theater audiences onto the stage with dramatic realism during this special Fathom event," said Dan Diamond, senior vice president of NCM Fathom Events.

NCM Fathom Events and More2Screen presented *GISELLE IN 3D*, the world's first 3-D ballet, in select U.S. theaters in July 2011.

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 177 Designated Market Areas[®] (49 of the top 50) and includes over 18,600 screens (approximately 17,700 digital). During 2011, nearly 671 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 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com.

About More2Screen

More2Screen is the leading London—based alternative content distributor with more than 5 years of experience acquiring and distributing world-class opera, ballet, music concerts, theatre and special event films to cinemas across the globe — including 22 live broadcasts, over 100 different recorded productions and 3D live/recorded content. www.more2screen.com

For artwork/photos related to *Swan Lake in 3D*, click [here](#).

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Source: NCM Fathom

News Provided by Acquire Media