



November 8, 2010

Glenn Beck's "Broke – Restarting the Engine of America" Rolls into Movie Theaters Nationwide This December for a One-Night, Live Event

NCM Fathom and Mercury Radio Arts Present Glenn Beck in More Than 530 Select Movie Theaters Nationwide on December 2 with Specially Scheduled Encore on December 8

Stage Show Will Feature Thoughts and Ideas at the Core of Beck's New Book "Broke"

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Glenn Beck takes the stage once again on December 2 with an exclusive in-theater Fathom event, [Glenn Beck Live: Broke — Restarting the Engine of America](#). Beck's thought-provoking presentation before a Pittsburgh, Penn. audience will be broadcast LIVE to more than 530 theaters on Thursday, December 2 at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT / 8:00 p.m. PT (tape delayed) with a pre-recorded encore on Wednesday, December 8 at 7:30 p.m. local time. The new stage show will feature thoughts and ideas at the core of Beck's new book, "Broke."

Tickets to this special Fathom event are available at www.FathomEvents.com and at presenting theater box offices. For a complete list of theater locations and prices, visit the web site (*theaters and participants are subject to change*).

Glenn Beck Live: Broke — Restarting the Engine of America is presented by NCM Fathom and Mercury Radio Arts. Using a 1965 Mustang as his metaphor, Beck will illustrate his argument that — like an automobile engine overburdened with add-ons and faulty repair work — Washington's misplaced focus has caused the United States economy to fall from its former position as a model of performance and efficiency.

Throughout ***Glenn Beck Live: Broke — Restarting the Engine of America***, Beck will explain how and why he believes the American economy — as well as America itself — has crumbled, and what Americans can do now to restore the country to its former glory. Emphasizing the importance of understanding *why* America has faltered, Beck will look back at 234 years of American history, beginning with the American Revolution and ending with what he refers to as the 'bipartisan recklessness' of Presidents Bush and Obama.

"Always thought provoking, Glenn Beck's relentless search for answers to our nation's toughest questions will engage and entertain his legions of dedicated fans," said Dan Diamond, vice president of NCM Fathom. "No matter what side of an issue people sit on, Glenn's live theater events are each unique and always have attendees talking afterward."

Glenn Beck Live: Broke — Restarting the Engine of America will appear in 537 select movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Co., Goodrich Quality Theaters, Hollywood Theaters, Malco Theatres, Marcus Theatres, National Amusements, Rave Motion Pictures, R/C Theatres and Regal Entertainment Group movie theaters, as well as The Carolina (Asheville, NC), Palace Cinema 9 (South Burlington, VT), The Peerless Theatre (Holyoke, CO) and Penn Cinema (Lititz, PA), through NCM's exclusive [Digital Broadcast Network](#) — North America's largest cinema broadcast network.

Glenn Beck is a top-rated American radio and television host, has authored seven *New York Times* best-selling books and is the publisher of TheBlaze.com. Currently, Beck hosts radio's *The Glenn Beck Program* and *Glenn Beck* on Fox News Channel.

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 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,300 screens (15,700 digital). During 2009, over 690 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres, Rave Cinemas and R/C Theatres). The [NCM Fathom Events](#) broadcast network is comprised of over 550 locations in 156 Designated Market Areas® (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: NCM) owns a 48.2% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

About Mercury Radio Arts

Mercury Radio Arts is Glenn Beck's fully integrated multi-media production company. Mercury produces or co-produces all Glenn Beck related properties including The Glenn Beck Program, America's third highest-rated radio show, Glenn Beck, one of the most successful new shows on the Fox News Channel, Beck's New York Times bestselling books, his live stage-show business, destination website GlennBeck.com, consumer magazine Fusion and news and opinion site TheBlaze.com.

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