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## Glenn Beck Returns to the Big Screen with "Unelectable 2012 Live"

**NCM<sup>®</sup> Fathom Events and Mercury Radio Arts Present "Glenn Beck's Unelectable 2012 Live" Nationwide in Select Movie Theaters Live on September 20 with Second Showing on September 25**

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Following his successful series of six past cinematic events, leading media personality Glenn Beck returns to the big screen this fall with a new comedy stage show, "[Glenn Beck's Unelectable 2012 Live](#)." Broadcast live from the Majestic Theater in San Antonio, Texas on Thursday, September 20 at 8:00 p.m. ET / 7:00 p.m. CT / 7:00 p.m. MT (tape delayed) / 8:00 p.m. PT (tape delayed), Beck will use the debate format to say the things politicians can't — or won't — say during this election season. From Democrats to Republicans, law makers to law breakers — no one is safe from Beck and his biting, straight-from-the-hip commentary. "**Glenn Beck's Unelectable 2012 Live**" will be followed by a second showing in select theaters on September 25 at 7:30 p.m. local time.

Tickets for "**Glenn Beck's Unelectable 2012 Live**" are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). Presented by NCM<sup>®</sup> Fathom Events and Mercury Radio Arts, the event will be broadcast to more than 660 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*).

In this timely "debate," Beck squares off against Brian Sack, host of *The B.S. of A.*, the sketch comedy show that airs on TheBlaze (formerly GBTV), Beck's HD video network. Sack's "say anything to get elected" character is a composite of just about every candidate from all parties.

"The B.S. of A and I have a hard job with this comedy show but I think we can pull it off — create a fake debate that is actually funnier and more absurd than the real ones we have to look forward to this fall," Beck said. "I am excited to once again partner with NCM Fathom Events and return to movie theaters across the country."

Debate moderators will be Jack Helmuth and Matt Fisher, two writer/performers from *The B.S. of A.*, who play the perfect lefty foils to Beck's plain-spoken common sense platform. In addition to the comedy, Beck will share words of inspiration and education on the topics that he is most passionate about.

"**Glenn Beck's Unelectable 2012 Live**" is an evening full of everything fans love about Beck: honesty, enlightenment, and a lot of comedy," said Shelly Maxwell, executive vice president of NCM Fathom Events. "As the political season heats up, audiences across the country will enjoy an election season experience they won't soon forget."

"**Glenn Beck's Unelectable 2012 Live**" is Beck's seventh event to be presented in movie theaters. Previous events include "Glenn Beck Live: Broke - Restarting the Engine of America" (2010), "Bold & Fresh Tour: O'Reilly and Beck LIVE" (2010), "Glenn Beck's 'The Christmas Sweater — A Return to Redemption'" (2009), "Glenn Beck's 'Common Sense Tour'" (2009), "Glenn Beck's 'The Christmas Sweater'" (2008), and "Beck '08 — LIVE" (2008).

Beck is the founder of Mercury Radio Arts and one of America's leading radio and television personalities. Beck is also the author of several No. 1 *New York Times* bestsellers in both fiction and non-fiction. The Glenn Beck Program is syndicated by Premiere Radio Networks and is the third highest-rated national radio talk show among adults ages 25 to 54.

### **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<sup>®</sup> (49 of the top 50) and includes over 19,000 screens (over 18,100 digital). During 2011, approximately 680 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 170 Designated Market Areas<sup>®</sup> (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](http://www.ncm.com) or

[www.FathomEvents.com](http://www.FathomEvents.com).

### **About Mercury Radio Arts**

Mercury Radio Arts is Glenn Beck's fully integrated multi-media production company. Mercury produces all Glenn Beck related properties including The Glenn Beck Program, America's third highest-rated radio show, GBTV, the live streaming video network which is merging with TheBlaze, the News & Information network and [Markdown.com](http://Markdown.com), the e-commerce platform as well as [GlennBeck.com](http://GlennBeck.com), Beck's New York Times bestselling books and his live stage-show business.

#### **NCM Fathom Events**

Michelle Portillo, 303-792-8651

[michelle.portillo@ncm.com](mailto:michelle.portillo@ncm.com)

or

Scoop Marketing for **NCM Fathom Events**

Erik Stein, 818-761-6100

[estein@solters.com](mailto:estein@solters.com)

or

For **Mercury Radio Arts**

Matthew Hiltzik/Josh Raffel

212-430-5056

[jraffel@hstrategies.com](mailto:jraffel@hstrategies.com)

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