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## **The Rolling Stones Take Fans Back to the Legendary "Exile on Main Street" 1972 Summer Tour in One-Night Big Screen Concert Event "Ladies & Gentlemen... The Rolling Stones" This September**

### ***NCM Fathom, Eagle Rock Entertainment and Omniverse Vision Team to Rock More Than 530 Select Movie Theaters Nationwide with Historic Concert Tour***

CENTENNIAL, Colo., Aug 12, 2010 (BUSINESS WIRE) -- Rolling Stones fans across the nation will get ultimate satisfaction for one night as this legendary multi-platinum band takes fans back to the summer tour that skyrocketed their careers with [Ladies & Gentlemen... The Rolling Stones](#). This historic big screen event features classic Stones performances from the 1972 tour and a special, theater-only segment from Mick Jagger. Together with Jagger, Stones greats Keith Richards, Mick Taylor, Bill Wyman and Charlie Watts take fans inside life on the road during that magical summer when they rocked millions of fans in sold-out venues around the world. For the first time in over 30 years, legendary concert footage from the tour will be unveiled by the band for their fans in select movie theaters nationwide on Thursday, September 16 at 7:30 p.m. local time.

Tickets for ***Ladies & Gentlemen... The Rolling Stones*** are available 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 (*theaters may be subject to change*).

Presented by NCM Fathom, Eagle Rock Entertainment and Omniverse Vision, this one-night-only event will feature the Stones in a career defining concert, testing the very limits of their own musical power. The footage was captured at four shows in Fort Worth and Houston, Texas on their 1972 North American tour promoting the "Exile on Main Street" album. The music played on that spectacular tour included what would later be known as some of the band's greatest all-time hits such as "Tumbling Dice," "Brown Sugar," "You Can't Always Get What You Want" and "Jumpin' Jack Flash."

"It's a full on performance and energy levels are really high...everyone's very together and on," said Jagger.

Richards agreed with Jagger and recalled, "I knew that 'Tumbling Dice' was a killer live."

***Ladies & Gentlemen... The Rolling Stones*** was originally filmed in 1972 in 16mm by Bob Freeze and Steve Gebhardt of John Lennon's Butterfly Films and has been restored and re-mastered from vintage footage. Movie theater audiences will get a one-time opportunity to flashback and be next to the stage during these historic concerts.

"The summer of 1972 and being on tour with the Rolling Stones is a rare opportunity for the legions of Stones fans and their families to experience history," said Dan Diamond, vice president of NCM Fathom. "This concert footage has been preserved for 38 years and we are delighted that the Stones want to share it with millions of music fans across the country in hundreds of Fathom-networked theaters."

***Ladies & Gentlemen... The Rolling Stones*** will appear in 531 select U.S. movie theaters, including AMC Entertainment Inc., Celebration! Cinema, 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 and Regal Entertainment Group movie theaters, as well as Arena Theatre (Point Arena, CA), Bainbridge 5 (Seattle, WA), The Beacon Cinema (Pittsfield, MA), The Carolina (Asheville, NC), The Grand Theatre (Bismarck, ND), the Palace Cinema 9 (South Burlington, VT), Penn Cinema (Lititz, PA) and Theatre (State College, PA), through NCM's exclusive [Digital Broadcast Network](#) - North America's largest cinema broadcast network.

### **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: NCM) owns a 38.3% 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 Eagle Rock Entertainment**

Eagle Rock Entertainment is an international media production and distribution company operating across audiovisual entertainment programming. Eagle Rock Entertainment works directly alongside talent to produce the highest quality programming output covering film, general entertainment and musical performance. Eagle Rock Entertainment has offices based in London, New York, Germany, France & Toronto.

### **About Omniverse Vision**

Omniverse Vision is headquartered in London and operates to source, produce and distribute unique, entertainment-related content for all media platforms with a particular focus on alternative cinema. Omniverse Vision is dedicated to bringing special events to screens around the world which are equipped with state of the art technology including digital platforms and 3D. Omniverse Vision enables the turnkey broadcast of shows as diverse as music concerts, sports and other special events.

<http://www.omniversevision.com>

SOURCE: NCM Fathom

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