



February 7, 2013

"PaleyFest Featuring 'The Walking Dead' and 'The Big Bang Theory'" Events Broadcast to U.S. Cinemas This March

NCM[®] Fathom Events and The Paley Center for Media Present "PaleyFest Featuring 'The Walking Dead'" on Thursday, March 7 and "PaleyFest Featuring 'The Big Bang Theory'" on Wednesday, March 13 in Select Movie Theaters Nationwide

Movie Theater Audiences Will Have Opportunity to Submit Questions to "The Big Bang Theory" Cast LIVE via Twitter

LOS ANGELES & CENTENNIAL, Colo.--(BUSINESS WIRE)-- For the first time ever, the stars and producers of the phenomenally successful "The Walking Dead" and No. 1 comedy series "The Big Bang Theory" are coming to theaters nationwide as part of the ultimate TV fan festival — PaleyFest (The William S. Paley Television Festival). Presented by NCM[®] Fathom Events and The Paley Center for Media in celebration of PaleyFest's 30th anniversary, "PaleyFest" will feature a lively panel discussion from these sold-out events, giving audiences an exclusive look inside these TV hits. "[PaleyFest Featuring 'The Walking Dead,'](#)" the festival's opening night presentation, pre-recorded March 1 featuring appearances by the cast and creative team, will be broadcast to select U.S. movie theaters on Thursday, March 7 at 8:00 p.m. local time. "[PaleyFest Featuring 'The Big Bang Theory,'](#)" broadcast LIVE from the Saban Theatre in Beverly Hills, Calif., on Wednesday, March 13 at 10:00 p.m. ET / 9:00 p.m. CT / 8:00 p.m. MT / 7:00 p.m. PT, will feature a live and uncensored Q&A with the cast and producers of TV's most-watched comedy. Movie theater audiences will have the opportunity to submit questions to "The Big Bang Theory" panel LIVE via Twitter.

Tickets for "PaleyFest" cinema events will be available to purchase on Friday, Feb. 8 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*). The events will be broadcast to more than 525 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

Confirmed panelists for "PaleyFest Featuring 'The Walking Dead,'" moderated by Chris Hardwick, host of "The Talking Dead," include Andrew Lincoln (Rick Grimes), David Morrissey (The Governor), Danai Gurira (Michonne), Laurie Holden (Andrea), Lauren Cohan (Maggie Greene), Steven Yeun (Glenn Rhee), Norman Reedus (Daryl Dixon), Scott Wilson (Hershel Greene), Chandler Riggs (Carl Grimes) as well as executive producers Robert Kirkman, Gale Anne Hurd, Dave Alpert and Greg Nicotero.

"For the first time, fans will be able to join in the excitement as we bring the ultimate TV fan festival experience to theaters across the country," said Paley Center for Media President and CEO Pat Mitchell. "Partnering with NCM Fathom Events as part of PaleyFest's landmark 30th Anniversary allows fans of 'The Walking Dead' and 'The Big Bang Theory' to see their favorite television actors and creators, and highlights the Paley Center's continuing effort to bring the fun and excitement of PaleyFest to more and more people. We are grateful for the participation of the cast, creative teams, along with AMC and Warner Bros., for their continuing support and enthusiasm for these special PaleyFest evenings."

Confirmed panelists for "PaleyFest Featuring 'The Big Bang Theory'" include Johnny Galecki (Leonard Hofstadter), Jim Parsons (Sheldon Cooper), Kaley Cuoco (Penny), Simon Helberg (Howard Wolowitz), Kunal Nayyar (Raj Koothrappali), Mayim Bialik (Amy Farrah Fowler), Melissa Rauch (Bernadette Rostenkowski) as well as creators and executive producers Chuck Lorre, Bill Prady and Steven Molaro.

PaleyFest celebrates the best of television during the two-week annual event which features hit television shows and the teams behind their success, providing an exclusive interaction between the shows and their fans for the last 30 years. AMC's "The Walking Dead" on March 1 will kick off the festival, which runs through March 15 at the Saban Theatre.

"PaleyFest is the ultimate TV fan festival that until now, only fans lucky enough to score tickets to the L.A. event could enjoy," said Shelly Maxwell, executive vice president of NCM Fathom Events. "Thanks to the Paley Center, now all fans of these popular TV shows can enjoy the festival from their local movie theater as the cast of each show takes part in a live, uncensored and no-holds-barred audience Q&A."

"The Walking Dead"

AMC's "The Walking Dead," the No. 1 drama series in basic cable history for Adults 18-49 and Adults 25-54, returns for the second half of its third season on Sunday, Feb. 10 at 9 p.m. ET/PT. Based on the comic book series written by Robert Kirkman, "The Walking Dead" tells the story of the months and years that follow after a zombie apocalypse. It follows a group of survivors, led by police officer Rick Grimes, who travel in search of a safe and secure home. The series, which garnered a 2010 Golden Globe® nomination for Best Television Series — Drama and won the 2011 and 2012 Emmy® Award for Outstanding Prosthetic Make-Up, stars the aforementioned Andrew Lincoln, Laurie Holden, Norman Reedus, Steven Yeun, Chandler Riggs, Scott Wilson, Lauren Cohan, Danai Gurira and David Morrissey.

"The Big Bang Theory"

Warner Bros. Television's critically acclaimed hit series "The Big Bang Theory" (Thursdays at 8 p.m. / 7 p.m. on CBS, five nights a week in syndication) has been called "TV's funniest sitcom" by *USA Today*. The *New York Daily News* has proclaimed that the show "...has just hit that magical, elusive sweet spot nailed by only a handful of sitcoms, the rarefied likes of *I Love Lucy*, *M*A*S*H*, *The Cosby Show* and *Seinfeld*." TV's most-watched comedy stars the aforementioned Johnny Galecki, Jim Parsons, Kaley Cuoco, Simon Helberg, Kunal Nayyar, Mayim Bialik and Melissa Rauch. Now in its sixth season, "The Big Bang Theory" was created by Chuck Lorre and Bill Prady, who serve as executive producers of the series, alongside showrunner Steven Molaro.

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 183 Designated Market Areas® (49 of the top 50) and includes over 19,300 screens (over 18,400 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 720 locations in 170 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 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 or www.FathomEvents.com.

About The Paley Center for Media

The Paley Center for Media seeks to preserve the past, illuminate the present, and envision the future through the lens of media. With the nation's foremost public archive of television, radio and Internet programming, the Paley Center produces programs and forums for the public, industry professionals, thought leaders, and the creative community to explore the evolving ways in which we create, consume, and share news and entertainment. In an era of unprecedented change, the Paley Center advances the understanding of media and its impact on our lives. The Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit www.paleycenter.org.

For artwork/photos related to "PaleyFest Live!" click [here](#).

Download NCM's mobile app [CinemaSYNC](#) for enhanced Fathom Events content and information.

NCM Fathom Events

Michelle Portillo, 303-792-8651

michelle.portillo@ncm.com

or

Scoop Marketing for **NCM Fathom Events**

Erik Stein, 818-761-6100

estein@solters.com

or

The Paley Center for Media

Carrie Oman, 212-621-6785

coman@paleycenter.org

or

The Lippin Group for **The Paley Center for Media**

Megan Levy, 323-965-1990

mlevy@lippingroup.com

Source: NCM Fathom Events

News Provided by Acquire Media