



July 2, 2008

Ewan McGregor and Charley Boorman's Ultimate Motorcycle Adventure, Long Way Down, Rides onto the Big Screen for One Night Only

National CineMedia's Fathom and Wasserman Media Group Present A Unique Journey Edited Exclusively by Elixir Films and Big Earth for Special Nationwide In-Theater Event on July 31

CENTENNIAL, Colo., Jul 02, 2008 (BUSINESS WIRE) -- Join Ewan McGregor and Charley Boorman as they embark on the motorcycle adventure of a lifetime, riding 15,000 miles through 20 countries from Scotland to South Africa in Long Way Down, created from more than 1,200 hours of footage for a one-night-only event shown in select movie theatres nationwide. Exclusively cut for NCM Fathom, Long Way Down delivers a unique theatre experience following McGregor and Boorman as they face many challenges from the unknown and unforgiving terrain that test their endurance, driving skills and push their friendship to the limit.

Long Way Down is the highly anticipated follow-up to Long Way Round, an epic journey the duo took in 2004 circumnavigating the world from London to New York, riding East, via Eurasia and North America. It became an instant television series hit in Europe and the United States and has since sold over one million DVDs and 900,000 books worldwide. McGregor and Boorman returned to the open road in May 2007 for the making of Long Way Down, an amazing journey through Western Europe and Africa.

Exclusively edited by directors David Alexanian and Russ Malkin for this one-night special event, the Elixir Films and Big Earth production of Long Way Down is presented in High Definition by NCM Fathom and Wasserman Media Group, in association with Fox Reality Channel, BMW and the American Motorcycle Association on Thursday, July 31 at 7:30 p.m. local time. Tickets are available at presenting theatre box offices and online at www.FathomEvents.com. For a complete list of presenting theatre locations and prices, please visit the website (theatres are subject to change).

"There is something liberating about just having what you need, on your bike," said McGregor. "A tent, a roll mat, a little bit of food, a bit of petrol in your tank and a vague idea of where you're going and that's all you need. There is something beautiful about that."

Directed and produced by Alexanian and Malkin, Long Way Down will take viewers along for the 15,000-mile ride across two continents starting at John O'Groats in Scotland, through Egypt, Libya, Ethiopia, Uganda, Rwanda, Tanzania, Botswana and finishing at the most southern post of South Africa - Cape Agulhas. Riding BMW R 1200 GS Adventures, the friends experience some of the most incredible natural and cultural wonders the world has to offer, including the African wildlife. In addition, the duo partnered with UNICEF to lend a hand to the charity bringing health care and mine awareness to the children in Northern Uganda and Ethiopia and child care to orphans in Malawi.

"It was truly a privilege for our team to travel through 15 African countries and shoot 1,200 hours of High Definition footage," said Alexanian, Long Way Down director. "Not a day went by when we weren't thinking how breathtaking it would be to blow it up for the big screen and give audiences a unique uninterrupted version of Ewan and Charley's adventure."

Long Way Down can be seen in more than 430 participating AMC, Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Goodrich Quality Theaters, Kerasotes ShowPlace Theatres, National Amusements and Regal Entertainment Group movie theatres, as well as the Penn Cinema (Lititz, PA) through NCM's exclusive Digital Broadcast Network - North America's largest cinema broadcast network. The entire original television series can be seen on Fox Reality Channel, which is carried on satellite and cable networks.

"NCM Fathom is proud to again team up with Wasserman Media Group to bring Long Way Down to theatres in an incredible story that follows the motorcycle adventures of Ewan McGregor and Charley Boorman through Africa," said Dan Diamond, vice president of NCM Fathom. "This is truly the ultimate motorcycle adventure and should be experienced in High Definition on the big screen."

About National CineMedia

National CineMedia (NCM) LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE:

RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 17,000 screens of which over 14,500 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 170 Designated Market Areas(R) (49 of the top 50). During 2007, approximately 685 million patrons attended movies shown in theatres currently included in our network. National CineMedia, Inc. (NASDAQ: NCMI) owns a 42.3% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com or www.FathomEvents.com.

About Wasserman Media Group

Wasserman Media Group (WMG) is a worldwide leader in sports management, marketing and content. WMG is also the holding company for the Los Angeles Avengers of the Arena Football League. More information about WMG and its businesses is available at www.wmgllc.com.

About Fox Reality Channel

Fox Reality Channel launched May 24, 2005 to become the first destination for lovers of unscripted programming. The channel offers major U.S. network favorites, exclusive international reality programming, Original Series and Specials. Fox Reality Channel offers reality viewers more of their favorite reality programming with RealityRevealed in Primetime with never-before-seen footage, exclusive interviews, behind the scenes secrets and more reality fun. Fox RealityChannel distribution propelled past 35 million subscribers in its second year, becoming one of only four new networks to achieve that feat. Its programming is available on television, broadband, cellular phones and other leading mobile devices. It recently entered into a sweeping deal with Apple(R) to deliver upcoming original series to iTunes(R) (excluding American Idol Extra). To get more information on Fox Reality Channel programs and schedules, please visit foxreality.com.

About Elixir Films

Elixir Films intends to distinguish itself as an innovative producer and financier of independent feature films. The company is committed to help meet the growing demand for smart, character-driven film and television by forging and supporting lasting relationships with individuals of profound creative vision. As a self-funded and truly independent company, Elixir is able to advance the filmmaking process by avoiding the logjam often associated with traditional studio financing.

About Big Earth

Big Earth was founded 15 years ago by Russ Malkin and has been responsible for some of the world's most exhilarating television programmes, including the Long Way Round, Long Way Down, Race to Dakar and Murder or Mutiny. Its current production, By Any Means will follow Charley Boorman as he travels from Ireland to Sydney by any means possible, using a variety of forms of transport.

Big Earth is a one stop shop for developing ideas, finding finance, co-ordinating major international projects and assembling teams to produce TV programmes, books, DVDs from a central idea. With a number of high profile awards under its belt including, 2008 Best Book in the non-fiction category for Long Way Down and winner of the Best Channel Programme Award at the 2005 Broadcast Awards, Big Earth has a proven track record.

SOURCE: National CineMedia

National CineMedia

Michelle Portillo, 303-792-8651

michelle.portillo@ncm.com

or

Scoop Marketing for National CineMedia

Hannah Kampf, 213-639-6159

hkampf@solters.com

or

Eve Samuels, 213-639-6166

esamuels@solters.com

Copyright Business Wire 2008

News Provided by COMTEX