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ELECTRIC DAISY CARNIVAL EXPERIENCE Event Hits the Big Screen Featuring World's Top DJ's This August

NCM Fathom and Manifest/Insomniac Productions Present World Premiere Featuring David Guetta, Deadmaus5, Will.I.A.M, Moby & Other Stars at More than 520 Movie Theaters from Noted Director Kevin Kerslake

CENTENNIAL, Colo. & LOS ANGELES--(BUSINESS WIRE)-- One of the largest and most prestigious electronic music festivals in the world adds a tour stop into more than 520 movie theaters nationwide this August as NCM Fathom and Manifest/Insomniac Productions present [ELECTRIC DAISY CARNIVAL EXPERIENCE](#) event from Director Kevin Kerslake. Captured live in concert on July 26 and broadcast in theaters for only one night on **Thursday, August 4 at 9:00 p.m.** local time, the event will showcase the biggest DJs in the world—performing live in their element—including **David Guetta, Deadmaus5, Will.I.Am** and **Moby** as well as many other top stars of electronic music.

Tickets for **ELECTRIC DAISY CARNIVAL EXPERIENCE** are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, visit the NCM Fathom website (*theaters and participants are subject to change*). The event will be broadcast to select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

Fans will experience the Electric Daisy Carnival as a cinematic tour de force from the comfort of their local movie theater, as it provides an inside peek into the dazzling world of electronic music culture. Noted Director Kerslake ("The Fallen", Rise Against, Soundgarden) captured live performances from **Kaskade, Swedish House Mafia, Benny Benassi, Steve Aoki, TRVS x A-Trak, Duck Sauce, MSTRKRFT, Afrojack, Major Lazer**, a special tribute to **DJ AM**, and much more. The event will also feature a Wonderland-flavored, red carpet extravaganza complete with carnival sensations, performers and world-class acrobats, filling up the venue with icons and avatars of pop culture. Insomniac Events is the global leader in electronic music culture — a culture that is 27 million plus strong in online followers.

"Attending a festival like Electric Daisy is a vibrant, colorful, visceral experience which translates extremely well to the big screen," said Director Kevin Kerslake of Manifest. "For the Electric Daisy Carnival Experience event, we tried to make this evening as close to actually attending the festival as possible. It's always best to see electronic music in a shared environment and we are getting that opportunity on August 4th."

Select electronic music fans in Los Angeles will also be able to attend the live private event on July 26 that will be captured for the in-theater event, taking place at the illustrious Music Box Theater. This event will feature fist-pumping performances, exclusive behind-the-scenes interviews with artists and producers, and privileged access to the world's hottest, most cutting-edge fashions. For more information on the L.A. event at the Music Box Theater in Hollywood, please visit www.facebook.com/EDCExperience.

"Electric Daisy Carnival is a phenomenon that is sweeping the world," said Dan Diamond, vice president of NCM Fathom. "Not everyone can get in to the Music Box for this historic night, but through Fathom, fans can enjoy this amazing experience front row center in their local movie theater."

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. [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 advertising network covers 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,200 screens (16,100 digital). During 2010, over 680 million patrons attended movies shown in theaters currently included in NCM's network (including Consolidated Theatres, Rave Cinemas, Coming Attractions and Digiplex Destinations). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 163 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 43 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.nationalcinemedia.com or www.ncm.com or www.FathomEvents.com.

About Manifest

Manifest is award-winning director Kevin Kerslake's production company dedicated to live events and branded content. Kerslake has consistently been at the forefront of the media industry, whether it be creating new visual styles for musical artists such as The Red Hot Chili Peppers and Nirvana, or establishing the first online music channels for AOL and Real Networks. Throughout his career Kerslake has been at ground zero of many dynamic and emerging subcultures, including action sports and the explosive world of electronic music. Working together with producer Ed Bates ("Kingdom Come" and "The Last Time I Committed Suicide"), Kerslake's Manifest is positioned to take advantage of the newly emerging distribution model for theatrical events, beginning with "Electric Daisy Carnival Experience". In addition to live events, Manifest is focused on film, television, and comic books.

NCM Fathom

Michelle Portillo, 303-792-8651

michelle.portillo@ncm.com

or

Scoop Marketing for **NCM Fathom**

Erik Stein, 818-761-6100

estein@solters.com

or

Eve Samuels, 818-761-6100

esamuels@solters.com

or

It's Alive Media for **Electric Daisy Carnival**

Josh Mills, 323-464-6314

josh@itsalivemedia.com

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