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Extreme Sports Legend Travis Pastrana Cheats Death on the Big Screen in Breathtaking Premiere of "199 Lives"

National CineMedia's Fathom and Sportnet Present Adrenaline-Filled Special Event on April 16th & 17th in More than 400 Select Movie Theatres Nationwide

CENTENNIAL, Colo., Mar 12, 2008 (BUSINESS WIRE) -- Infamous for his double back flip on his motorcycle in X-Games 12 and often referred to as this generation's "Evel Knievel," Travis Pastrana takes fans inside his world of Motocross and Rally car racing - with dozens of crashes and an unprecedented jump off the Grand Canyon along the way - in the premiere of "199 Lives," an in-theatre special event also featuring an exclusive look at Pastrana's "Top 10 Moments," for two nights only, April 16th and 17th at 7:00 p.m. local time in more than 400 movie theatres and participating locations nationwide. Tickets for this limited engagement are available at presenting theatre box offices and online at www.FathomEvents.com. For a complete list of theatre locations and prices, please visit the website (theatres are subject to change).

Presented by National CineMedia's (NCM) Fathom and Sportnet, in association with Godfrey Entertainment, Subaru Rally Team USA, Racer X and Motocross.com, "199 Lives" is a theatre experience that takes sports enthusiasts and thrillseekers of all ages inside the life of Pastrana - and his talent for cheating death. Directed by Greg Godfrey and produced by Jeremy Rawle and Wasserman Media Group, "199 Lives" follows Pastrana from the driveway on Christmas Day in 1987 when he received his first motorcycle, to the Rally America championship where now, at the age of 24, the legendary thrillseeker defies gravity on four wheels.

Pastrana will also debut his list of "Top 10 Moments" exclusively during this special NCM FATHOM in-theatre event chosen from thousands of record breaking and bone-shattering clips. Audience members will witness some of Pastrana's most amazing feats, including his X Games double backflip and jumping out of a plane without a parachute - all from the safety of their seats.

"I'm excited about teaming up with Sportnet and NCM Fathom for the opportunity to share my story, along with my life's highs and lows, with fans across the country," said Pastrana, ESPN X Games superstar, AMA National Motocross and rally car champion. "I hope this event inspires people to enjoy life and to never give up, as well as increase awareness for Motocross and Rally racing."

"199 Lives" appears on the big screen in high-definition with Cinema Surround Sound in select locations throughout the U.S., including AMC, Cinemark USA Inc., Georgia Theatre Company, Goodrich Quality Theaters, Kerasotes ShowPlace Theatres, Loeks Movie Theatres & Cinema, National Amusements and Regal Entertainment Group movie theatres, as well as the Penn Cinema (Lititz, PA) through NCM's exclusive Digital Broadcast Network.

"NCM Fathom is excited to partner with WMG to bring this adrenaline-filled theatre event to the big screen for Motocross fans and adrenaline junkies, as well as anyone who can simply appreciate the talent and courage it takes to live life as a daredevil," said Dan Diamond, vice president of NCM Fathom. "Travis Pastrana is a phenomenal extreme sports athlete who defies gravity time and again in this thrilling look into his life."

"Travis is a real world champion and through our partnership with NCM Fathom we can bring his compelling story to a wider audience of sports and human interest fans," said David Brooks, senior vice president of business development, WMG/Sportnet "We look forward to leveraging the marketing strength of Sportnet's online communities, motocross.com and travispastrana.com to rally fans nationwide into their local theatres for this special, limited engagement."

For more information and a behind-the-scenes look at the making of "199 Lives," please visit www.motocross.com/199lives.

About National CineMedia, Inc.

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 15,250 screens of which over 13,200 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 169 Designated Market Areas(R) (49 of the top 50). During 2007, approximately 542 million patrons attended movies shown in theatres owned by the

NCM LLC founding members (excluding Loews). National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com or www.FathomEvents.com.

About WMG

Wasserman Media Group (WMG) is a worldwide leader in sports management, marketing and content. More information about WMG and its businesses is available at www.wmgllc.com.

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