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They're Baaaack...: "Poltergeist" Celebrates its 25th Anniversary with a Return to the Big Screen for One Night Only

National CineMedia's Fathom and Warner Home Video Present Digitally Remastered Horror Classic in 250 Select Movie Theatres Nationwide on October 4

CENTENNIAL, Colo., Sep 10, 2007 (BUSINESS WIRE) --

They're baaaack... Carol Anne and her family are back on the big screen in a special presentation celebrating the 25th anniversary of "Poltergeist" in select movie theatres nationwide on October 4th. The 1982 Steven Spielberg cult classic that incited a generation of movie fans to turn off their TVs and throw away their clown dolls has been digitally remastered in High-Definition and will include a never-before-seen 15-minute featurette on paranormal activity that explores actual cases involving hauntings and paranormal disturbances.

"Poltergeist" will be presented on the big screen by NCM's Fathom and Warner Home Video on Thursday, October 4th at 7:30 p.m. local time at 250 participating AMC, Cinemark, Georgia Theatre Company and Regal Entertainment Group movie theatres across the country. Tickets for this special one-time-only event can be purchased for \$10.00 at presenting theatre box offices and online at www.FathomEvents.com. For a complete list of presenting theatre locations, please visit the website (theatres are subject to change).

"Poltergeist" tells the haunting story of suburbanites Steve (Craig T. Nelson) and Diane (JoBeth Williams), who suddenly experience paranormal activity in their home. What starts off as minor excitement quickly turns into nasty ghostly encounters. The disappearance of their daughter Carol Anne (Heather O'Rourke) forces the Freelings to bring in parapsychologists and a professional exorcist to exorcise their home. Written and produced by Steven Spielberg and directed by Tobe Hooper, "Poltergeist" was a box-office success at the time of its release, grossing over \$76 million dollars. The film was nominated for three Academy Awards(R) including Best Original Score, Best Sound Effects Editing and Best Visual Effects and was one of the most entertaining horror films of its time.

Fans interested in paranormal disturbances will enjoy seeing interviews with Hans Holzer, a paranormal disturbance professional, and Colin Wilson, author and leading paranormal authority, during the featurette. They will share stories from some unbelievable encounters they've heard and experienced as well as speak to the families whose lives have been altered by the collision with the spirit world.

"NCM FATHOM is excited to partner with Warner Home Video to bring this cult classic back to theatres 25 years after the original release of 'Poltergeist'," said Dan Diamond, vice president of NCM FATHOM. "NCM FATHOM has experienced great success in bringing classics such as 'Dirty Dancing' and 'Poltergeist' back into theatres giving fans an opportunity to meet, see something very special created just for the event and revel in their love for movies, all while experiencing it on the big screen again."

The remastered and restored "Poltergeist 25th Anniversary Edition," will be available on DVD on October 9th.

"'Poltergeist' is a great, classic American horror film from Steven Spielberg, arguably the most successful movie producer of our time," said George Feltenstein, WHV senior vice president, Classic Catalog. "The film has been digitally remastered from original picture and sound elements, and is sure to deliver the same spine-tingling terror on October 4th that it brought during its original release. For movie fans, it's an essential."

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 14,000 screens of which over 12,300 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 156 Designated Market Areas(R) (49 of the top 50). During 2006, approximately 550 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.

About Warner Home Video

With operations in 90 international territories Warner Home Video, a Warner Bros. Entertainment Company, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, HBO Home Video and New Line Home Entertainment. For more information on this and other titles distributed by Warner Home Video, visit www.whvdirect.com.

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