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Glenn Beck's Family Holiday Tale "The Christmas Sweater" Returns to Movie Theaters Live from New York with All-New Inspirational Stories of Redemption

NCM Fathom and Mercury Radio Arts Partner Once Again to Kick-off Holiday Season with "The Christmas Sweater - A Return to Redemption" in 475 Theaters Nationwide This December

CENTENNIAL, Colo., Nov 10, 2009 (BUSINESS WIRE) -- Glenn Beck's personal story of love, faith and family returns this holiday season with a new installment of [The Christmas Sweater - A Return to Redemption](#), a LIVE in-theater event presented exclusively in select movie theaters on Thursday, Dec. 3rd followed by a taped encore on Thursday, Dec. 10th. "The Christmas Sweater," Beck's popular stage show based on his best-selling book, will pick up where the story left off last Christmas and chronicle the life-changing impact it had on people all over the country, live from New York.

Tickets to ***The Christmas Sweater - A Return to Redemption*** on Dec. 3rd and 10th at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT and 8:00 p.m. PT (tape delayed) are available at www.FathomEvents.com and presenting theater box offices. For a complete list of theater locations and prices, please visit the website (*theaters and participants are subject to change*).

Presented by NCM Fathom and Mercury Radio Arts, [The Christmas Sweater - A Return to Redemption](#) reveals the real-life events that inspired Beck to write "The Christmas Sweater." Beck will also share stories of the overwhelming response he received about how the tale's message of redemption changed people's lives during this LIVE event broadcast from the Skirball Center for the Performing Arts at New York University. Following the showing of this re-mastered and exclusive version of "The Christmas Sweater," pre-recorded live during his 2008 tour, Beck will introduce several people who were touched by the story, taking audiences on an intimate journey of transformation through redemption. One of New York's premiere choirs will open and close the evening with LIVE uplifting, holiday music.

"The Christmas Sweater - A Return to Redemption' is a celebration of everything that makes the holiday season so meaningful and I am excited that NCM Fathom is going to help me share brand new stories of inspiration with audiences across the country," said Beck.

Based on a deeply personal true story and the *New York Times* best-seller, "The Christmas Sweater" is a narrative of a boy named Eddie who takes audiences on his tragic and painful road to manhood. It takes a battle with himself, his family and his faith to help Eddie fight through the storm to the realization he already had life's most valuable treasures.

Glenn Beck's [The Christmas Sweater - A Return to Redemption](#) will be shown in select movie theaters including AMC Entertainment Inc., Cinemark USA Inc., Cobb Theatres, Georgia Theatre Company, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Malco Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theatres, as well as The Arlington Theatre (Santa Barbara, Calif.), Carolina Theatre (Asheville, N.C.), The Grand Theatre (Bismarck, N.D.), Palace Cinema 9 (South Burlington, Vt.), Penn Cinema (Lititz, Pa.) and State Theatre (State College, Pa.) through NCM's exclusive Digital Broadcast Network - North America's largest cinema broadcast network.

"Tens of thousands of fans celebrated the holiday season last year with Glenn Beck's 'The Christmas Sweater' and they won't want to miss the continuation of this touching story," said Dan Diamond, vice president of NCM Fathom. "This special movie theater event will inspire audiences of all ages this holiday season."

Beck is one of America's leading radio and television personalities. His quick wit, candid opinions and engaging personality have made The Glenn Beck Program the third highest rated radio program in America and Glenn Beck, one of the most successful new shows on the Fox News Channel. His unique blend of modern-day storytelling and insightful views on current events allowed him to achieve the extraordinary feat of having No. 1 *New York Times* bestsellers in both fiction and non-fiction. Beck is also the star of a live stage show, the publisher of Fusion magazine and the editor of GlennBeck.com.

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 Holdings 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, lobby and online [advertising](#) products; comprehensive [meeting](#) and event services and other [entertainment](#) programming content. NCM LLC's national network includes approximately 16,800 screens of which approximately 15,400 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theatres currently included in the network (excluding Regal Consolidated Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com or www.FathomEvents.com.

About Mercury Radio Arts

Mercury Radio Arts is Glenn Beck's fully integrated multi-media production company. Mercury produces or co-produces all Glenn Beck related properties including *The Glenn Beck Program*, America's third highest-rated radio show, *Glenn Beck*, one of the most successful new shows on the Fox News Channel, Beck's New York Times bestselling books, his live stage-show business, destination website GlennBeck.com and consumer magazine *Fusion*. For more information, visit <http://www.glennbeck.com>.

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