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The Grateful Dead Movie Returns to the Big Screen for One-Night Event Featuring Never-before-Seen Interview with Jerry Garcia

NCM Fathom and Rhino Entertainment Present Historic Dead Event in Nearly 540 Movie Theaters on April 20

CENTENNIAL, Colo.--(BUSINESS WIRE)-- The critically acclaimed cinematic concert rockumentary, [The Grateful Dead Movie Event](#) will take audiences back to the '70s for a one-night in-theater event on Wednesday, April 20 at 7:30 p.m. local time. Under the direction of the band's lead guitarist Jerry Garcia and co-directed by Leon Gast, these legendary 1974 concerts capture the Grateful Dead at the pinnacle of their psychedelic worldwide fame while documenting the Dead Head experience. During this NCM Fathom event, theater audiences will be the first to see exclusive, never-before-seen interviews with both Garcia and Bob Weir that were captured during the filming of this historic production.

Tickets for ***The Grateful Dead Movie Event*** are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations, prices and additional information, visit the Fathom website (*theaters and participants are subject to change*).

Presented by NCM Fathom and Rhino Entertainment, ***The Grateful Dead Movie Event*** will be broadcast in nearly 540 movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

The Grateful Dead Movie was shot during the legendary band's concerts at Winterland Arena in San Francisco in October 1974, prior to the Grateful Dead taking a two-year sabbatical. *The Grateful Dead Movie* debuted in New York City on June 1, 1977, and chronicles several different facets of the original Dead Head phenomena. *The Grateful Dead Movie* includes band performances of "U.S. Blues," "One More Saturday Night," "Casey Jones," "Playing in the Band" and "Sugar Magnolia," among other Dead classics. *The Grateful Dead Movie* played throughout the summer of 1977 in San Francisco and select markets across the U.S. NCM Fathom brought the concert event to 19 markets in 2003, but it has not been available in wide theatrical distribution since its initial release in 1977.

"This flashback concert is a chance for Dead Heads to relive the experience of one the band's most famous performances," said Dan Diamond, vice president of NCM Fathom. "The never-before-seen interview with Jerry Garcia is definitely a must-see, and Dead fans may just see themselves or their friends on the big screen who were at the 1974 concerts. This event will be big fun for Dead fans of all ages."

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. The [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 17,300 screens (16,000 digital). During 2010, over 675 million patrons attended movies shown in theaters currently included in NCM's network (including Consolidated Theatres, Rave Cinemas and R/C Theatres). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 162 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 48.3% 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. (NCMI-F)

About Rhino Entertainment

Based in Burbank, California, Warner Music Group's Rhino Entertainment was founded in 1978 and is the world's leading pop culture label. Emphasizing flawless sound quality, bonus tracks, informative liner notes, award-winning creative packaging, an offbeat sense of humor, and a strong social conscience, Rhino continues to set the standard for excellence in the reissue business it pioneered in both the physical and digital worlds. Rhino is also expanding the definition of what a catalog music company is, as evidenced by the label's recent name and likeness representation deal with Frank Sinatra and its multi-faceted relationship with Grateful Dead. The vast Rhino catalog of more than 5,000 CDs, videos, and digital exclusive albums features material by Aretha Franklin, Ray Charles, The Doors, Chicago, Black Sabbath, John Coltrane, Yes, Alice Cooper, Linda Ronstadt, The Ramones, The Monkees, Carly Simon, Curtis Mayfield, among many others.

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