



July 26, 2007

## **``Anime Bento" Festival Serves up Four Nights of the Freshest Anime Titles on the Big Screen**

### **NCM Fathom Responds to Anime Movie Demand by Hosting the Hottest Manga and FUNimation Entertainment Anime Titles in more than 250 Movie Theatres Nationwide**

SAN DIEGO & CENTENNIAL, Colo., Jul 26, 2007 (BUSINESS WIRE) --

NCM FATHOM, the entertainment division of National CineMedia, takes an unprecedented move in alternative theatre entertainment by announcing a special, four-day anime festival - "Anime Bento, 4 Nights, 4 Servings - The Hottest Anime Movies on the Big Screen" - with FUNimation Entertainment and Manga movies never before seen on the big screen with exclusive bonus features each night. The announcement was made at the 37th Comic-Con International, the largest comic book and pop culture event in North America.

"Anime Bento, 4 Nights, 4 Servings - The Hottest Anime Movies on the Big Screen" is the first of what is planned to be an annual NCM FATHOM Anime Event. Debuting in more than 250 select AMC, Regal Entertainment Group and Georgia Theatre Company movie theatres nationwide beginning on Sept. 19th at 7:30 p.m. local time, the complete "Anime Bento" schedule will serve up one exciting title each night as follows:

-- "Robotech: The Shadow Chronicles" - Wednesday, Sept. 19th

-- "Full Metal Alchemist - The Movie - Conqueror of Shambala" - Thursday, Sept. 20th

-- "Lupin the III: The Castle of Cagliostro" - Wednesday, Sept. 26th

-- "Karas - The Prophecy" - Thursday, Sept. 27th

Tickets for "Anime Bento" can be purchased for \$10.00 at [www.FathomEvents.com](http://www.FathomEvents.com) or at participating theatre box offices beginning August 11th. For a complete list of theatre locations, please visit the website (theatres are subject to change).

"We've had incredible success with the anime category in the recent past and NCM FATHOM is excited to debut the first annual anime festival in theatres with the hottest anime titles provided by the top anime studios in the industry - FUNimation Entertainment and Manga," said Dan Diamond, vice president of NCM FATHOM. "The anime phenomenon has captivated teens and adults alike, and this special event is designed as a way for fans to meet and revel in their love for anime while experiencing it in a way they've never experienced it before - on the big screen."

#### About the Titles

##### "Robotech: The Shadow Chronicles"

Robotech: The Shadow Chronicles is the latest exciting chapter of the Robotech saga. A heroic cast of returning characters, led by Scott Bernard and Vince Grant, fight to end a decades-long struggle against an enigmatic alien race known as the Invid. However, the mysterious disappearance of the legendary Admiral Hunter will unfold in a treacherous mystery that could tear apart our young heroes and threaten their very survival!

##### "Full Metal Alchemist - The Movie - Conqueror of Shambala"

It is 1923 in Munich. Two years have passed since Edward Elric's sacrifice ripped him out of his world and into ours, separating him from his younger brother, Alphonse. In that time, Ed's continued research into rocketry has allied him with Alphonse Heiderich, a fellow researcher who oddly resembles Ed's brother. Progress has been slow, however, and Ed has become discouraged. But when he saves a quiet Gypsy girl with the power to read minds, Ed is quickly pulled into a plot by the Thule Society and the burgeoning Nazi Party that could drag both worlds into a terrible war. Back in his own world, Al has been unlocking new secrets of alchemy and gaining incredible powers, all in the hopes of finding Ed.

Battling the occult, ideological extremists, and monstrous Homunculi lurking in the shadows, can the brothers find a way to

reunite without causing chaos and bloodshed? What will happen when the world of alchemy and the world of modern science collide?

#### "Lupin the III: The Castle of Cagliostro"

When master thief Lupin III, a.k.a. "The Wolf," inadvertently steals a fortune in counterfeit bills from a casino, he is quick to realize the high-quality printing plates that made them are worth even more. Tracing the source of the money to the small European country of Cagliostro, Lupin and his team of colorful outlaws cross swords with the local count over his forthcoming marriage to the last princess of the Cagliostro family. It's a fast-paced adventure as Lupin must battle fearsome ninjas, rescue a damsel in distress and uncover the key to the lost Cagliostro fortune. This is the first feature film written and directed by Academy Award(TM) winning anime pioneer and visionary Hayao Miyazaki.

#### "Karas - The Prophecy"

MIKURA IS ON THE RISE AGAIN... Tokyo - a city populated by both humans and by ghostly beings. They exist in both dimensions, seen and unseen: spirits, apparitions, demons. The balance between these two dimensions has long been upheld by the city's guardian raven Karas and his masters. But that balance has been thrown into disarray as Eko, a former Karas, has attempted to seize power and bring order to the streets through force. The entity Yurine, who represents the will of the people, stands in his way with her newly risen Karas. Now an ageless battle stretching across both dimensions and killing humans and spirits alike is in progress between the two sides and their armies. Karas is humanity's last hope.

#### 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 movie 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 approximately 14,000 screens of which approximately 12,200 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 154 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](http://www.ncm.com).

#### About FUNimation Entertainment

FUNimation(R) Entertainment, a wholly-owned subsidiary of the Navarre Corporation, is a brand management company and one of the nation's leading independent home video entertainment companies. The company has a proven formula for launching and advancing brands, and manages a full spectrum of rights with its brands including broadcasting, licensing, production, Internet, home video sales and distribution. For more information about FUNimation Entertainment and its brands, please visit [www.funimation.com](http://www.funimation.com).

#### About Manga Entertainment, Ltd.

Manga Entertainment Ltd. is an entertainment company specializing in the production, marketing and distribution of Japanese animation for theatrical, television, Internet, DVD and home video release worldwide. The Manga film library is marketed and distributed in the U.S. through Starz Home Entertainment. The company is headquartered in Los Angeles with offices in London and Tokyo. Manga is a division of Starz Media, a wholly owned subsidiary of Liberty Media Group.

#### SOURCE: NCM FATHOM

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