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Action-Packed 'GANTZ' Hits Big Screens Nationwide in One-Night World Premiere

NCM Fathom, NEW PEOPLE and Dark Horse Comics Bring Exclusive Event Featuring Two of Japan's Biggest Stars to 325 Select Movie Theaters LIVE on January 20

CENTENNIAL, Colo.--(BUSINESS WIRE)-- [GANTZ](#), a live-action Japanese feature event, is making its world premiere in 325 movie theaters in an exclusive one-night Fathom event on Thursday, January 20th, 2011 at 8:00 p.m. ET / 7:00 p.m. CT / 6:00 p.m. MT / 8:30 p.m. PT (tape delayed). Following the feature, **GANTZ**'s two leading actors, Kazunari Ninomiya (*Letters from Iwo Jima*) and Kenichi Matsuyama (*Death Note*, *Detroit Metal City*) will participate in an exclusive live interview that can only be seen at this event.

Tickets are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the web site (*theaters and participants are subject to change*).

Presented by NCM Fathom and NEW PEOPLE, in association with Dark Horse Comics, **GANTZ** (English dubbed) tells the story of childhood friends Kei Kurono and Masaru Kato who are accidentally killed while trying to save another man's life. Rather than find themselves in the hereafter, however, they awaken in a strange apartment in which they find a mysterious black orb they come to know as "GANTZ." Along with similar abductees, they are provided with equipment and weaponry and manipulated into playing a kind of game in which they are sent back out to the greater world to do battle with alien beings, all while never quite knowing whether this game is an illusion or their new reality.

Ninomiya and Matsuyama are two of Japan's biggest stars. Ninomiya, best known in America for his role in Clint Eastwood's 2006 blockbuster, *Letters from Iwo Jima*, is both an actor and a singer. He is world-renowned as a member of the Japanese boy band "Arashi," which topped Japan's music charts in 2009 with the three best-selling singles. Matsuyama has been one of the most sought-after actors in Japanese film and has won several awards including Japanese Academy Awards Best New Actor (2007) and Most Popular Actor (2009). Matsuyama is recognized for his part as L in *Death Note* (2006), *Death Note II: the Last Name* (2006) and *Death Note: L, change the World* (2008).

"**GANTZ** is the kind of kinetic action film that pushes the boundaries of the sci-fi genre," said Seiji Horibuchi, founder of NEW PEOPLE. "We're very excited to work with NCM Fathom and Dark Horse Comics to organize this special event and look forward to the property's domestic popularity growing even more following this new release."

GANTZ will appear in 325 theaters, including AMC Entertainment Inc., Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Goodrich Quality Theatres, Hollywood Theaters, Marcus Theatres, National Amusements, Rave Motion Pictures, R/C Theatres and Regal Entertainment Group movie theaters, as well as The Beacon Cinema (Pittsfield, MA), The Carolina Theatre (Asheville, NC) and Palace Cinema 9 (South Burlington, VT), through NCM's exclusive [Digital Broadcast Network](#) — North America's largest cinema broadcast network.

"**GANTZ** offers a thrilling world that nobody has ever seen in live-action," said Dan Diamond, vice president of NCM Fathom. "Incredibly popular in Japan as well as among American manga and anime enthusiasts, this new **GANTZ** rendition is sure to thrill audiences in local movie theaters around the country."

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 network covers 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,300 screens (15,700 digital). During 2009, over 690 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres, Rave Cinemas and R/C Theatres). The [NCM Fathom Events](#) broadcast network is comprised of over 550 locations in 156 Designated Market Areas® (49 of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing over 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCM) owns a 48.2% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About NEW PEOPLE

Based in San Francisco, California, NEW PEOPLE offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as licensing and distribution of selective Japanese films. NEW PEOPLE strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, KAMIKAZE GIRLS, and THE TASTE OF TEA. For more information about films, please visit www.viz-pictures.com. To learn more about NEW PEOPLE in San Francisco, please visit www.newpeopleworld.com.

About Dark Horse Comics

Since 1986, Dark Horse Comics has proven to be a solid example of how integrity and innovation can help broaden a unique storytelling medium and establish a small, homegrown company as an industry giant. The company is known for the progressive and creator friendly atmosphere it provides for writers and artists. In addition to publishing comics from top talent like Frank Miller, Mike Mignola, Neil Gaiman, Gerard Way and comics legend Will Eisner, Dark Horse has developed such successful characters as The Mask, Timecop, and SpyBoy. Additionally, their highly successful line of comics and products based on popular properties includes Star Wars, Indiana Jones, Buffy the Vampire Slayer, Aliens, Conan, Emily the Strange, Tim Burton, Trigun, Serenity and Domo. Today Dark Horse Comics is the largest independent comic-book publisher in the U.S. and is recognized as one of the world's leading publisher of licensed comics material.

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