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Ultimate Fighting Championship(R) Debuts Live on the Big Screen Nationwide in High Definition with UFC 111: St-Pierre vs. Hardy on Saturday, March 27

NCM Fathom and UFC^(R) Announce Partnership in First-Ever Year-Long Series of In-Theater UFC Events Beginning this March in More than 300 Select Movie Theaters

CENTENNIAL, Colo., Feb 23, 2010 (BUSINESS WIRE) -- For the first time in UFC^(R) history, UFC fans can head to their local movie theater and take in all the action in the Octagon^(TM), live and broadcast in [high definition](#) on the big screen starting with [UFC 111: St-Pierre vs. Hardy](#) on Saturday, March 27 at 10:00 p.m. Eastern / 7:00 p.m. Pacific.

Dana White, UFC President, announced the UFC has closed a deal with [NCM Fathom](#) to present a series of live UFC fights in more than 300 select movie theaters nationwide, as well as plans to have UFC fighters host screenings in various markets. Tickets are available to this special in-theater event at [www.FathomEvents.com](#) and presenting theater box offices. For a [complete list of theater locations](#) and prices, please visit the web site (*theaters and participants are subject to change*).

"This is an opportunity to provide our fans with another cool way to watch UFC programming on the big-screen, live, in high-def and in surround sound," said White. "UFC 111 has a stacked undercard and St-Pierre vs. Hardy and Mir vs. Carwin are both title fights, so this is the perfect event to kick off our new deal with [NCM Fathom](#)."

[UFC 111: St-Pierre vs. Hardy](#) features reigning UFC welterweight champion Georges "Rush" St-Pierre vs. British bomber Dan "The Outlaw" Hardy and former heavyweight champion Frank Mir vs. number one contender Shane Carwin for the interim UFC heavyweight title. In addition, theater-goers can watch the entire **UFC 111** live card, including welterweights Jon Fitch vs. Thiago Alves, lightweights Jim Miller vs. Mark Bocek and welterweights Ben Saunders vs. Jake Ellenberger.

"Fathom audiences have long been waiting to see UFC events in their local theaters around the country and now, for the first time, fans can experience the action-packed excitement of the UFC on the big screen in pure high definition," said Dan Diamond, vice president of NCM Fathom. "Teaming up with the UFC for this series is a major milestone for our [alternative program schedule](#) in movie theaters and promises to give fans an intense opportunity to cheer on their favorite fighters, front row center."

Broadcast live from the Prudential Center in Newark, NJ, [UFC 111: St-Pierre vs. Hardy](#) will be shown in more than 300 select movie theaters including AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Goodrich Quality Theatres, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as the Carolina Theatre (Asheville, NC), Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive Digital Broadcast Network - North America's largest cinema broadcast network.

UFC welterweight champion [Georges St-Pierre \(fighting out of Montreal, Quebec, Canada, 19-2 professional record\)](#) has been unstoppable since regaining the title in 2008. The 28-year-old Brazilian jiu-jitsu black belt holds two career wins a piece over the legendary Matt Hughes and current UFC lightweight champion and former welterweight champion BJ Penn. The 170-pound champ defended his crown most recently against feared striker Thiago Alves at UFC 100 last July, and now St-Pierre makes his fourth title defense against one of the fiercest threats to his crown in UK superstar Dan Hardy.

[Dan "The Outlaw" Hardy \(fighting out of Nottingham, England, 23-6 1 NC\)](#) is unbeaten in the UFC and fresh off wins over Marcus Davis and Mike Swick. A black belt in Tae Kwon Do and a purple belt in Brazilian jiu-jitsu, the brash 27-year-old is looking to extend his seven-fight win streak as he becomes the first British fighter to contend for a UFC title. With 11 wins by KO/TKO and three by submission, the UK fighter with the 4-0 mark in the UFC always looks for the finish.

Winner of four of his last five fights, former two-time heavyweight champion [Frank Mir \(fighting out of Las Vegas, Nev., 13-4\)](#) has put on the necessary muscle and weight to face the biggest challengers in the heavyweight division, and he is refocused on earning back the world title. A Brazilian jiu-jitsu black belt with immensely improved striking, the 30-year-old knocked down feared striker Cheick Kongo at UFC 107 and then proceeded to submit the French contender with a guillotine choke, putting him firmly back in the title picture.

Originally scheduled to face UFC heavyweight champion Brock Lesnar, No. 1 contender **Shane Carwin (fighting out of**

Denver, Colo., 11-0) has been on a tear ever since he stepped foot into the Octagon. A former national wrestling champion with dynamite in his fists, Carwin has made quick work of all three of his UFC opponents, finishing Christian Wellisch, Neil Wain and Gabriel Gonzaga within 91 seconds each. Now he takes the next step in his career against Frank Mir.

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 171 Designated Market Areas(R) (49 of the top 50) and includes approximately 16,800 screens (15,400 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing over 35 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

Ultimate Fighting Championship(R) - www.ufc.com

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC(R) produces over twelve UFC live Pay-Per-View events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s Versus network. Globally, UFC programming is broadcast in over 130 countries, territories and jurisdictions, reaching 430 million homes worldwide, in 20 different languages. Ancillary businesses now include UFC.com with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym(TM), UFC Fight Club affinity program, UFC Fan Expo(TM) festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

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For artwork/photos related to this NCM Fathom **UFC 111: St-Pierre vs. Hardy** event, click [here](#).

SOURCE: National CineMedia

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