



September 1, 2010

"1 A Minute LIVE Supporting Susan G. Komen for the Cure®" Big Screen Event Brings Together Breast Cancer Survivors Melissa Etheridge, Olivia Newton-John and Others to Share Their Stories of Hope, Courage and Survival

Presented by NCM Fathom and UniGlobe Entertainment, Docu-Drama Takes Audiences on Journey Through Stages of Breast Cancer From Diagnosis to Recovery Featuring a Live Panel Discussion With Survivors

Evening of Awareness & Inspiration to be Broadcast Live to More Than 525 Movie Theaters Nationwide on October 6

CENTENNIAL, Colo., Sep 01, 2010 (BUSINESS WIRE) -- Breast cancer claims the life of one woman every 69 seconds - a haunting number that translates into more than 465,000 deaths each year. That statistic will form the backdrop for a one-night, star-studded event broadcast live to select movie theaters across the country illuminating women engaged in the battle of their lives against this deadly disease. [1 A Minute LIVE Supporting Susan G. Komen for the Cure](#) will bring together survivors and celebrities for an inspiring evening of hope, awareness and discussion on Wednesday, October 6, at 8:00 p.m. Eastern / 7:00 p.m. Central / 6:00 p.m. Mountain / 8:00 p.m. Pacific (tape delayed). The **1 A Minute LIVE Supporting Susan G. Komen for the Cure** event will feature a live panel discussion with cancer survivors and celebrities Melissa Etheridge, Olivia Newton-John, William Baldwin, Namrata Singh Gujral, Barbara Mori and others, bringing to light the issues faced by women with breast cancer and their families, while highlighting the optimistic strides made against the disease in recent years.

Presented by NCM Fathom and UniGlobe Entertainment, tickets for **1 A Minute LIVE Supporting Susan G. Komen for the Cure** are available 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*). For more information about '1 A Minute,' please visit www.1aminute.com.

Directed by Indo-American actress and breast cancer survivor Gujral and narrated by Kelly McGillis, the docu-drama "1 A Minute" portrays one woman's journey through the various phases of breast cancer diagnosis and treatment, interwoven with the personal stories of celebrity survivors. The "1 A Minute" docu-drama features:

- **William Baldwin** and **Daniel Baldwin** - sons of cancer survivor, actors
- **Nancy G. Brinker** (survivor) - Susan G. Komen for the Cure Founder and CEO Goodwill Ambassador for Cancer Control for the World Health Organization
- **Diahann Carroll** (survivor) - actress (*Claudine*), singer
- **Dr. Deepak Chopra** - Eastern medicine practitioner
- **Priya Dutt** - mother of actress Nargis Dutt, who died from cancer
- **Melissa Etheridge** (survivor) - musician
- **Kelly McGillis** - actress (*Witness*, *Top Gun*)
- **Barbara Mori** (survivor) - actress (*La Mujer de Mi Hermano*)
- **Mumtaz** (survivor) - actress (*Tere Mere Sapne*), singer
- **Olivia Newton-John** (survivor) - actress (*Grease*)
- **Lisa Ray** - actress (*Water*, *Bollywood/Hollywood*)
- **Namrata Singh Gujral** (survivor) - actress (*Americanizing Shelly*, *Kaante*), director
- **Dr. Dennis Slamon** - oncologist and developer of Herceptin(R)
- **Jaclyn Smith** (survivor) - actress (*Charlie's Angels*)

"Having already lost two young aunts to breast cancer and furious at the toll that cancer takes around the world, I decided to turn my harrowing journey into a positive outcome. I launched '1 A Minute' while going through my third chemotherapy treatment," said Gujral. "I did not want to put lipstick on cancer. Cancer is ugly and will remain so. But '1 A Minute' is hopeful,

positive and uplifting."

The special event, broadcast LIVE from Woodbury University in Los Angeles, coincides with National Breast Cancer Awareness Month and will help promote awareness and prevention and support survivors of women's cancers. Donations received from "1 A Minute" will support Susan G. Komen for the Cure's promise to end breast cancer forever.

"Thirty years ago, I promised my dying sister Susan G. Komen to do everything in my power to end breast cancer forever," said Nancy G. Brinker, Founder and CEO of Susan G. Komen for the Cure. "**1 A Minute** helps fulfill that promise by encouraging a dialogue about this awful disease."

1 A Minute LIVE Supporting Susan G. Komen for the Cure will appear in 530 select movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Co., Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Malco Theatres, Marcus Theatres, National Amusements, Rave Motion Pictures and Regal Entertainment Group movie theaters, as well as Arlington Theatre (Santa Barbara, CA), Bainbridge 5 (Seattle, WA), The Carolina (Asheville, NC), Palace Cinema 9 (South Burlington, VT), Penn Cinema (Lititz, PA) and El Raton Theatre (Raton, NM), through NCM's exclusive [Digital Broadcast Network](#) - North America's largest cinema broadcast network.

"There is nothing more important than giving communities the opportunity to support, discuss and share hope in the ongoing battle to cure this terrible affliction that strikes so many," said Dan Diamond, vice president of NCM Fathom. "Breast cancer is no longer six degrees of separation -- all of us in one way or another have been touched by its impact whether through a friend, mother, sister, wife or co-worker. Together, through this moving, educational and thought-provoking evening we can take another step to stop the clock to beat breast cancer."

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 172 Designated Market Areas(R) (49 of the top 50) and includes approximately 17,100 screens (15,600 digital). During 2009, over 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The NCM Fathom Events broadcast network is comprised of approximately 550 locations in 154 Designated Market Areas(R) (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: NCMI) owns a 48.0% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About UniGlobe Entertainment

[UniGlobe Entertainment](#) is a Hollywood and Mumbai based studio with a global mission to foster positive intercultural exchange and growth between the West and the East via the medium of films and entertainment. UniGlobe Entertainment specializes in five key areas of the global entertainment industry: production, line production, distribution, sales representation and industry related advice/consultation for all entertainment related product including feature films, short films, TV series and music licensing. For more information, visit www.uniglobeentertainment.com.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.5 billion invested to date. For more information, visit www.komen.org or call 1-877-GO-KOMEN.

SOURCE: NCM Fathom

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