



## **THE CHEMICAL BROTHERS: DON'T THINK CONCERT EVENT EXPERIENCE COMING TO MOVIE THEATERS FOR ONE NIGHT THIS FEBRUARY**

***Exclusive Concert Event Presented by NCM Fathom, Omniverse Vision, Astralwerks & Black Dog Films to Feature Amazing Visual Experience, Exclusive Interviews in Select Theaters Nationwide on February 1***

Centennial, Colo. – January 12, 2012 – Multi GRAMMY® Award-winning electronic music duo The Chemical Brothers will bring their highly anticipated concert event, [\*\*The Chemical Brothers: Don't Think\*\*](#) to select movie theaters nationwide for a one-night event on Wednesday, February 1 at 7:30 p.m. local time. Directed by Adam Smith, the band's long time visual collaborator and produced with 20 cameras at Japan's Fujirock Festival in July 2011 in front of 50,000 dedicated fans, this event marks the first time the duo's full live experience has been captured for audiences. Considered to be one of the most mind-bendingly psychedelic live shows ever seen, **The Chemical Brothers: Don't Think** combines the band's famously ferocious modern electronic sounds and hardcore dance beats with striking, eye-catching visuals and will be followed by an exclusive interview with Adam Smith recorded in London in late 2011.

Presented by NCM Fathom, Omniverse Vision, Astralwerks and Black Dog Films, tickets for **The Chemical Brothers: Don't Think** are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, visit the NCM Fathom website (*theaters and participants are subject to change*).

The event will be broadcast to more than 200 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"*The Chemical Brothers: Don't Think* will take fans on an exhilarating ride" said Dan Diamond, senior vice president of NCM Fathom. "Mixed for the big screen by the band themselves, this Fathom concert event perfectly captures the energy and emotion of one of their most sensational performances."

Formed in Manchester in 1991 by Tom Rowlands and Ed Simons, The Chemical Brothers are a British electronic music duo. Considered pioneers of bringing the electronic music genre to the forefront of pop culture, The Chemical Brothers have released seven studio albums to date, five of which consecutively debuted at number 1 in the UK. They have won numerous GRAMMY® and Brit awards over the length of their career. Their score for the film "Hanna" won awards, while the track "Don't Think" from their album *Further* was featured in the hugely acclaimed Oscar winning movie "Black Swan."

"In the recording of a single show – a single night on a Japanese mountainside – Adam Smith, our longtime collaborator, has managed to capture the atmosphere of a very special festival appearance," said Tom Rowlands of The Chemical Brothers. "Come see how it feels to feel, be overwhelmed, intoxicated, swoonerated... Surrender to the void."

Often described as "the third Chemical Brother," Adam Smith has worked with the Chemical Brothers since their first gig in 1994 designing the visionary video elements of the duos' live shows, which have become synonymous with their work. From humble beginnings back when he would project spliced 16mm films behind the band at semi-legal raves to conceptualizing an entire album's worth of visuals (for last year's *Further* LP), Smith has created an ever-evolving, hallucinogenic backdrop to one of the most in-demand live shows in electronic music.

"After 18 years of working on The Chemical Brothers live show, we have finally captured it on film; you could almost say it's 18 years in the making," said Smith. "I wanted to

capture what it is like to experience the show from right in the middle of the crowd, as well as showing and combining the visuals featured in the show with the footage we captured on this one night; to see how the music and visuals emotionally affect and connect with the audience."

#### **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 176 Designated Market Areas® (49 of the top 50) and includes over 18,300 screens (17,300 digital). During 2010, approximately 700 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

#### **About Black Dog Films**

Black Dog Films has operated as the music-video arm of Ridley Scott Associates for 15 years producing music videos to the highest level as well as documentaries and long form videos. As part of the production powerhouse that is RSA Films it has offices in London, Los Angeles, New York and Hong Kong. "Don't Think" is Black Dog's third feature length concert film, having previously produced Green Day's "Bullet In a Bible" and the Grammy award winning "I'm Going To Tell You a Secret" for Madonna.

#### **About Omniverse Vision Ltd**

Omniverse Vision is a leading distributor and producer of premium alternative content for digital cinemas globally. Headquartered in London, it has delivered events including Faithless (Live from Brixton), JLS - Eyes Wide Open, Phantom of the Opera 25th Anniversary Concert and Les Miserables 25th Anniversary Concert to more than 1500 cinemas. [www.omniversevision.com](http://www.omniversevision.com).

#### **About Astralwerks**

Founded in 1993, Astralwerks is a New York-based record label that blossomed during the mid-'90s electronic music explosion and grew to represent some of the world's leading exponents of electronic, alternative rock and electro-pop music including The Chemical Brothers, Air, The Kooks, Hot Chip, The B-52s, David Guetta, Kraftwerk, Bat For Lashes, Goldfrapp, Kylie Minogue, Pet Shop Boys, Swedish House Mafia and many more. The label's mission is still very much grounded in developing genre-defying new artists with a unique musical vision.

###

**MEDIA CONTACTS:**

Samuel Threadgill

**NCM Fathom**

(303) 957-1749

[samuel.threadgill@ncm.com](mailto:samuel.threadgill@ncm.com)

Erik Stein

Scoop Marketing for **NCM Fathom**

(818) 761-6100

[estein@solters.com](mailto:estein@solters.com)

Pam Workman

WE + PR for **Omniverse Vision**

(212) 256-0592

[pam@workmanentertainment.com](mailto:pam@workmanentertainment.com)