



Andrew Lloyd Webber's *Love Never Dies* Makes Its U.S. Debut Only In Movie Theaters in Exclusive February Event

***Following the Success of "The Phantom of the Opera at the Royal Albert Hall"
25th Anniversary Event, NCM Fathom and Omniverse Vision Bring Highly Anticipated
Musical to Select Movie Theaters Nationwide for Limited Showings***

Centennial, Colo. – Feb. 2, 2012 – Making its first appearance in the United States, NCM Fathom and Omniverse Vision present [Andrew Lloyd Webber's *Love Never Dies*](#), the long awaited continuation to *The Phantom of the Opera*, in a fully-staged production pre-recorded at The Regent Theatre in Melbourne, Australia. This exclusive showing of ***Love Never Dies*** will be broadcast to select U.S. movie theaters for two nights only beginning with the premiere event on Tuesday, Feb. 28 at 7:30 p.m. local time; followed by an encore presentation on Wednesday, March 7. This exclusive event will include an in-depth interview with Andrew Lloyd Webber as well as behind-the-scenes footage following Lloyd Webber on set as he provides creative direction to the cast and crew of *Love Never Dies*.

Tickets for ***Love Never Dies*** are available now at participating theater box offices and online at 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 500 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"I'm incredibly proud and honoured to be able to bring this production to U.S. cinemas nationwide," said Lloyd Webber. "I hope very much that audiences take *Love Never Dies* to their hearts in the same way they have *The Phantom of the Opera*."

Lloyd Webber's *Love Never Dies* is a mesmerizing follow-up to the award winning *Phantom of the Opera*, featuring a 21-piece orchestra and an impressive cast of 36 including actors Ben Lewis as the Phantom and Anna O'Byrne as Christine Daaé. The cinematic production, directed by Brett Sullivan, will enchant audiences bringing them into a world of passion, obsession and romance. The captivating love story of the Phantom and Christine continues in New York's playground, Coney Island. After his disappearance from the Paris Opera house, the Phantom begins a new life in New York amongst the freaks and side shows. The only thing missing from his new life is musical protégée Christine. In an effort to win back his love, the Phantom lures Christine and her family to this new sparkling unknown world.

"The very best of Broadway is coming to local movie theaters again in this once-in-lifetime opportunity to see the next chapter in Andrew Lloyd Webber's *Phantom* saga, *Love Never Dies*," said Dan Diamond, senior vice president of Fathom. "This Fathom event gives fans their first chance to see this highly anticipated musical long before it opens in the U.S."

Recently, Fathom and Omniverse Vision presented *The Phantom of the Opera at the Royal Albert Hall* in select theaters last October and *Les Misérables in Concert – The 25th Anniversary Event* in November 2010. *The Phantom of the Opera at the Royal Albert Hall* will be available on DVD in February.

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 175 Designated Market Areas® (49 of the top 50) and includes over 18,100 screens (16,800 digital). During 2010, over 690 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.nationalcinemedia.com or www.ncm.com or www.FathomEvents.com.

About Omniverse Vision

Omniverse Vision is headquartered in London and produces and distributes unique, entertainment-related content for all media platforms with a particular focus on alternative cinema. Omniverse Vision is dedicated to bringing special events to screens around the world that are equipped with state of the art technology including digital platforms and 3D. Omniverse Vision enables the turnkey broadcast of shows as diverse as music concerts, sports and other special events. For more information, visit www.omniversevision.com, www.cinestage.net or www.cinerock.net.

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