



MONUMENTAL Cinematic Event Celebrates America's Story of Faith and Freedom with Host Kirk Cameron Live in Theaters Nationwide

NCM Fathom and Kirk Cameron Present Inspirational One-Night Event with Special Guests and Live Musical Performances in Select Movie Theaters on Tuesday, March 27

Centennial, Colo. – Feb. 9, 2012 – This spring, audiences across the country will unite to celebrate America's story of faith and freedom with [**MONUMENTAL: In Search of America's National Treasure Live**](#), a one-night event on Tuesday, March 27, at 7:30 p.m. ET/6:30 p.m. CT/5:30 p.m. MT/8:00 p.m. PT (tape delayed). Hosted by well-known actor Kirk Cameron, **MONUMENTAL** reveals the story of the unlikely men and women who risked all for liberty, including the struggles of the Pilgrims, and shares stories of faith that helped shape education, government and civic life in the United States. This special in-theater event will also include live performances from popular Christian music artists, as well as exclusive interviews with media, faith and political figures who will share simple and practical ways to keep America's ideals alive, beginning at home.

Tickets for **MONUMENTAL: In Search of America's National Treasure Live** are available beginning Friday, Feb. 10 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*).

"I am thrilled to be partnering with Fathom Events to bring this unique theatrical event to audiences across America, as families and groups from every community experience this powerful moment together," said Cameron. "Over the past year-and-a-half I've traveled across the U.S. and Europe to discover the true national treasure of America. I wanted to find out who the people were that built this country – the heroic men and

women who sacrificed everything to be free and give their children and their grandchildren freedom and prosperity. What I found is simply amazing."

Presented by NCM Fathom and Kirk Cameron, **MONUMENTAL: In Search of America's National Treasure Live** will be broadcast to nearly 550 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"Through this inspiring, family-friendly in-theater event, audiences will rediscover those who sacrificed everything, so future generations could experience the American dream," said Dan Diamond, senior vice president of NCM Fathom.

Moved by the current economic, political and moral issues facing the country, **MONUMENTAL**, directed by Duane Barnhart, chronicles Cameron's personal journey to historic sites across Europe and the U.S. to discover the secret that has made America the freest and most prosperous country in the world. As Cameron retraces the heroic and faithful beginnings of America, he discovers a monument to the founding fathers that answers what core principles will keep America strong, free, and well: freedom, justice, education, morality, and religion. Cameron is a television and film actor, noted recently for his work in the inspirational film, *Fireproof*. He is also known for his memorable roles on ABC's *Growing Pains*, the *Left Behind* movies, and co-host of *The Way of the Master* television series.

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.

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