



NCM Fathom Presents First UFC® Event in RealD™ 3-D as Nick Diaz Battles Carlos Condit for Interim UFC Welterweight Title in UFC 143 Live from Las Vegas

***NCM Fathom and UFC Team Again to Bring Championship Fight Cards
to Select Movie Theaters Nationwide Live on Saturday, Feb. 4***

Centennial, Colo. – Jan. 20, 2012 – The Ultimate Fighting Championship® (UFC®) returns to Fathom movie theaters on Saturday, Feb. 4, at 10 p.m. ET/7 p.m. PT with its first-ever, live 3-D broadcast of an action-packed UFC card. [**UFC® 143: Diaz vs. Condit Live in 3-D**](#) gives fans the chance to witness the highly anticipated battle between former STRIKEFORCE® champion Nick Diaz and former WEC® champion and knockout artist Carlos Condit for the interim UFC welterweight title live and in RealD™ 3-D. Presented from Mandalay Bay Events Center in Las Vegas, **UFC® 143: Diaz vs. Condit Live in 3-D** will be broadcast through National CineMedia's [Digital Broadcast Network](#) utilizing RealD LIVE technology to more than 35 select AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), National Amusements and Regal Entertainment Group (NYSE: RGC) movie theaters nationwide.

UFC fans can catch all the action in participating theaters by purchasing tickets at www.FathomEvents.com and at presenting theater box offices. Visit the NCM Fathom website for a complete list of theater locations and prices (*theaters and participants are subject to change*).

"We're always looking for cool, new ways for UFC fans to watch our events," UFC President Dana White said. "By presenting UFC 143 in 3-D in theaters across the country, fans can watch a UFC title fight like never before. Nick Diaz versus Carlos Condit should be an incredible fight and now fans can witness it live and in 3-D."

Also on the card, and fresh from his knockout win over Mirko Cro Cop in October, **Roy "Big Country" Nelson** will welcome longtime contender **Fabricio Werdum** back to the Octagon® in an intriguing heavyweight clash. In addition, powerhouse wrestler **Mike Pierce** takes on welterweight bad boy **Josh Koscheck** during the main card, with the winner taking a big step toward a shot at the UFC welterweight title.

The night's action also features two of the world's best bantamweights as former title challenger **Scott Jorgensen** takes on the red-hot **Renan Barao**, who hasn't lost in his last 30 fights - the longest unbeaten streak in the sport. Undefeated **Clifford Starks** has agreed to put his 8-0 record on the line against **Ed "Short Fuse" Herman** in a middleweight matchup at UFC 143. Starks made his UFC debut with a decision win over Dustin Jacoby in October; Herman's last two performances included a 48-second TKO and a devastating heel-hook victory.

"For the first time ever, UFC fans not only get to experience the thrill of sitting Octagon®-side in their local movie theater, but this 3-D broadcast will actually allow them to feel like they're directly in the middle of the action," said Dan Diamond, senior vice president of NCM Fathom.

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.

About Ultimate Fighting Championship®

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® is the world's premier MMA organization and produces over 12 UFC live Pay-Per-View events annually around the globe. This year, FOX will broadcast four fights annually. In spring 2012, *The Ultimate Fighter*®, UFC's signature weekly reality TV show, debuts on FX. UFC content is also distributed

commercially to bars and restaurants through Joe Hand Promotions in the U.S. Globally, UFC programming is broadcast in 150 countries, territories and jurisdictions, reaching over one billion homes worldwide, in 21 different languages.

UFC® also boasts a powerful presence online, with UFC.com attracting over seven million unique visitors per month, while also possessing one of the most powerful social media followings in all of professional sports. To date, UFC has over seven million fans on Facebook and over 460,000 followers on Twitter. In addition, UFC President Dana White is one of the most accessible and most followed executives in sports with more than 1.8 million followers on Twitter. On January 22, 2011, UFC continued to set trends in social media, becoming the first major sports league to stream live, broadcast quality action on Facebook.

Ancillary businesses include best-selling DVDs, a magazine, the best-selling UFC “Undisputed” videogame franchise distributed by THQ, UFC GYM®, UFC Fight Club affinity program, UFC Fan Expo® festivals, branded apparel, trading cards, and articulated action figures.

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