



## "RiffTrax Live: BIRDEMIC" Flocks to Movie Theaters

*NCM® Fathom Events, RiffTrax and IGN Present Sidesplitting Modern Cult Classic with Live Comedic Commentary from the Stars of "Mystery Science Theater 3000" Broadcast to Select Movie Theaters Nationwide October 25*

Centennial, Colo. – August 20, 2012 – NCM® Fathom Events, RiffTrax and IGN present "[RiffTrax Live: BIRDEMIC](#)" in movie theaters for only one night on Thursday, October 25 at 8:00 p.m. ET / 7:00 p.m. CT and tape delayed at 7:00 p.m. MT / 8:00 p.m. PT. The famed comedians from the cult classic "Mystery Science Theater 3000" (MST3K)—Michael J. Nelson, Kevin Murphy and Bill Corbett—will reunite on the big screen to fire off their wisecracking commentary on "**BIRDEMIC**," a modern classic in the pantheon of so-bad-it's-good cinema. The hilarious riffing on this spine-tingling "thriller" will be broadcast LIVE from Nashville to participating movie theaters across the country—just in time for Halloween.

Tickets for "**RiffTrax Live: BIRDEMIC**" 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 Events website (*theaters and participants are subject to change*). The event will be broadcast to more than 550 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

"I don't know what it is about 'BIRDEMIC'—terrible acting, terrible sound, terrible directing, terrible editing—and yet there's some sort of secret bad movie ingredient I can't put my finger on that makes this simply one of the most fun bad movies of all time," said Michael J. Nelson, RiffTrax creator and former host of the Emmy-nominated, Peabody Award-winning "Mystery Science Theater 3000."

Directed by James Nguyen in 2006, "BIRDEMIC" is the story of Rod, a young software salesman on the brink of launching a solar panel business in Silicon Valley. Things really seem to be going Rod's way, especially when he reconnects with beautiful high school classmate Nathalie, a model who Victoria's Secret chooses out of the blue to be their new cover girl. Their unbelievably perfect world is shattered by a sudden, unexplained bird attack. The vultures team up with the eagles, and begin dropping caustic liquids and exploding like bombs (really!). Rod and Nathalie find themselves on a terror-filled ride up and down the coast, fighting off the vicious birds with their wits and...coat hangers. Yes, coat hangers.

Previous successful Fathom and RiffTrax events have included "RiffTrax Live: 'Manos' The Hands of Fate" in August 2012, mocking what many think is one of the most terrible films ever; "RiffTrax Live: Jack the Giant Killer" in August 2011, a hilarious riff of the cheesy 1962 fantasy epic featuring giant rubber monsters and a leprechaun in a jar; "RiffTrax Live: House on Haunted Hill" in October 2010, which took on the Vincent Price horror classic just in time for Halloween; "RiffTrax Live: Reefer Madness" in August 2010, parodying the legendary cult classic; "RiffTrax Live: Plan 9 From Outer Space" in August 2009, skewering what is widely considered to be the "worst film ever made"; and "RiffTrax Live: Christmas Shorts-Stravaganza" in December 2009, featuring "Weird Al" Yankovic.

"For fans of RiffTrax and MST3K, there's nothing like experiencing Mike, Kevin and Bill live on the big screen," said Shelly Maxwell, executive vice president of NCM Fathom Events. "Having the guys back again for this specially produced 'BIRDEMIC' event should take 'riffing' fans to a new level of laughter in theaters across the U.S."

\*\*Editor Note: Michael J. Nelson, Kevin Murphy and Bill Corbett will be available for select telephone, radio and television press interviews. Artwork, bios and other promotional materials can be found at [www.rifftrax.com/epk](http://www.rifftrax.com/epk).

#### **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 181 Designated Market Areas® (49 of the top 50) and includes over 19,000 screens (approximately 18,100 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 700 locations in 170 Designated Market Areas® (including 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 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com).

### **About RiffTrax**

Featuring former members of the Emmy-nominated, Peabody Award-winning show "Mystery Science Theater 3000," RiffTrax is composed of Michael J. Nelson, Kevin Murphy and Bill Corbett. Nelson has appeared on numerous radio and TV shows, written a regular column for TV Guide and authored many best-selling books. Perhaps best known as the man behind the plucky red robot Tom Servo on "Mystery Science Theater 3000," Murphy is also author of the bestselling book "A Year at the Movies: One Man's Filmgoing Odyssey," and has provided film commentary for NPR's "Weekend Edition." In addition to being a screenwriter and an internationally-produced playwright, Corbett was the voice of the robot Crow (version 2.0) on "Mystery Science Theater 3000," as well as many other strange characters including the clueless alien The Observer (a.k.a. "Brain Guy"). To find out more about RiffTrax, visit [www.rifftrax.com](http://www.rifftrax.com).

### **About IGN**

IGN Entertainment is the leading Internet media and services provider focused on the video game and entertainment enthusiast markets. Collectively, IGN's properties reach more than 57 million unique users worldwide, according to Internet audience measurement firm comScore. IGN's network of video game-related properties (IGN.com, 1UP.com, GameSpy, FilePlanet, TeamXbox and others) is the Web's #1 video game information destination. IGN also owns the world's largest men's lifestyle website, AskMen.com, and men's entertainment site UGO.com. IGN is headquartered in the San Francisco Bay Area, with offices across North America, Europe and Australia.

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