



## Celebrate The Holidays With “RiffTrax Live: Santa Claus Conquers The Martians”

**NCM Fathom Events, RiffTrax and IGN Present All-New Sidesplitting Commentary on a Holiday ‘Classic’ in Select Movie Theaters Nationwide on Dec. 5**

Centennial, Colo. – Oct. 28, 2013 – You better watch out, you better not cry, ‘cause Santa Claus is coming... to Mars? The stars of RiffTrax —Michael J. Nelson, Kevin Murphy and Bill Corbett (best known for the groundbreaking “Mystery Science Theater 3000®”)— are back for a hilarious all-new take on a family ‘classic’ with “[RiffTrax Live: Santa Claus Conquers the Martians](#)” on Thursday, Dec. 5, 2013 at 8:00 p.m. ET / 7:00 p.m. CT and tape delayed at 7:00 p.m. MT and 8:00 p.m. PT/HI/AK. NCM Fathom Events, RiffTrax and IGN will present RiffTrax’s first big-screen holiday event since the beloved “RiffTrax Live: Christmas Shorts-Stravaganza” in 2009 with “Weird Al” Yankovic. This festive season event, a riff on one of the most popular titles in the MST3K catalog, is set to be an uproarious night for naughty and nice alike.

Tickets for “[RiffTrax Live: Santa Claus Conquers the Martians](#),” are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). The event will be broadcast to more than 570 select movie theaters across the country through NCM’s exclusive [Digital Broadcast Network](#). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*).

“I’m excited to be revisiting this gem, not only because it promises to be a lot of fun, but also because it just wouldn’t be the holidays without those beloved Yuletide characters Kimar, Voldar, Hargo, and of course that shockingly stupid Martian, Droppo!” said

Michael J. Nelson, RiffTrax creator and former host of the Emmy-nominated, Peabody Award-winning "Mystery Science Theater 3000."

Many have forgotten (or choose to forget) the Santa/Martian wars of 1964, and "Santa Claus Conquers the Martians" bravely attempts to set the record straight. Martian parents Kimar and Momar become concerned that their children Bomar and Girmar have become too attached to television programs from Earth. Their solution is brilliant — if a bit of a non sequitur — they decide to kidnap Santa Claus! The nasty Martian villain Voldar captures two Earth children, Billy and Betty, along with Santa and heads off for Mars. Only the bravery of Billy and Betty and the bumbling of a stowaway and "the laziest man on Mars," Droppo, can foil Voldar's evil plans.

"Kris Kringle vs. Martians is the perfect riff-fodder and we can't wait to see what the RiffTrax guys have in store for this live, big screen event," said Shelly Maxwell, executive vice president of NCM Fathom Events. "One thing's for sure, all fans should expect to have their stockings filled with laughs."

\*\*Editor Note: Michael J. Nelson, Kevin Murphy and Bill Corbett are 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)**

National CineMedia ([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 Events](#) 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 183 Designated Market Areas® (49 of the top 50) and includes approximately 19,600 screens (approximately 18,800 digital). During 2012, over 710 million patrons 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 approximately 750 locations in 173 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 37 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 47.0% 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). (NCMI-E)

### **About RiffTrax**

RiffTrax is an entertainment and comedy e-commerce company featuring the stars of the Emmy-nominated, Peabody Award-winning show "Mystery Science Theater 3000." The guys at RiffTrax have added their comedic riffing treatment to over 150 feature films and over 200 classic educational shorts over the past 7 years. RiffTrax is composed of Michael J. Nelson, Kevin Murphy and Bill Corbett. In addition to their starring roles as Mike, Tom Servo, and Crow on "Mystery Science Theater 3000," they have appeared on numerous radio and TV shows, penned the screenplays for Hollywood Blockbuster films, and authored numerous best-selling books. To find out more about RiffTrax, visit [www.rifftrax.com](http://www.rifftrax.com).

### **About IGN Entertainment**

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 is the Web's #1 video game information destination and also owns the world's largest men's lifestyle website, AskMen.com. IGN is headquartered in the San Francisco Bay Area, with offices across North America, Europe and Australia.

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