



## Creators Of 'LOST' To Appear In Live Big Screen Event Featuring Special Fan Q&A In Select Theaters On May 20

New York and Centennial, Colo. – April 29, 2010 – Three days before the highly anticipated series finale of "Lost," fans of ABC's award-winning global television phenomenon can watch co-creators and executive producers Carlton Cuse and Damon Lindelof in a TimesTalks LIVE event in 454 select movie theaters nationwide. Moderated by New York Times entertainment editor Lorne Manly, Times Talks Live: LOST will cover the challenges faced by the creators to craft a series finale that would satisfy them as storytellers and the show's legions of fans. The event will include a teaser from the upcoming final episode and an interactive Q & A session with fans. Prior to the event, ticketholders can submit their question for consideration at [timestalks@nytimes.com](mailto:timestalks@nytimes.com).

The event will be broadcasted live, in high definition from The TimesCenter in New York City in front of a sold-out audience on Thursday, May 20 at 8:00 p.m. Eastern / 7:00 p.m. Central / 6:00 p.m. Mountain / 8:00 p.m. Pacific (tape delayed).

Tickets for TimesTalks Live: LOST are available at presenting theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of participating theater locations, please visit [www.FathomEvents.com](http://www.FathomEvents.com) or (locations and participants may be subject to change).

"We are delighted to be working with The New York Times and NCM Fathom to provide fans of 'Lost' an evening of insightful entertainment," said Julie Borchard-Young, president of BY Experience, Inc. "By broadcasting Times Talks LIVE: LOST to movie theaters, fans have the opportunity to be part of the conversation – in an intimate, communal manner at their local movie theater."

**Times Talks LIVE: LOST** will appear in 454 select movie theaters, including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Cobb Theatres, Georgia Theatre Co., Goodrich Quality Theaters, Hollywood Theaters, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theaters, as well as The Carolina (Asheville, NC), The Grand Theatre (Bismarck, ND), Palace Cinema 9 (South Burlington, VT) and the State Theatre (Traverse City, MI), through NCM's exclusive [Digital Broadcast Network](#) – North America's largest cinema broadcast network. Several independent venues and performing arts centers will also participate in the event.

"'Lost' fans won't want to miss this opportunity to hear from the show's executive producers, masterminds Damon Lindelof and Carlton Cuse, and get a first look into how the series will end during this one-night-only in-theater event," said Dan Diamond, vice president of NCM Fathom. "Times Talks LIVE: LOST is a must-see for the millions of fans who have followed this groundbreaking series. They'll be able to experience and celebrate 'Lost's' legacy together, all from the comfort of their local movie theater."

LOST images and video available for media at [www.abcmmedianet.com](http://www.abcmmedianet.com).

### **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 network covers 171 Designated Market Areas® (49 of the top 50) and includes approximately 16,800 screens (15,400 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). [The NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing approximately 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 40.6% 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 TimesTalks**

For 12 years, the TimesTalks series has been bringing members of The Times's prize-winning editing, reporting and writing staff together with today's most celebrated talents and thinkers in thought-provoking and entertaining live discussions. The roster of celebrated guests over the years include Oscar-winning directors and actors, best-selling authors, celebrated chefs and restaurateurs, opera stars, political and diplomatic leaders, Grammy-winning musicians, TV stars and media figures. Select

TimesTalks are chosen for inclusion in the TimesTalks LIVE program – simulcasts to movie theaters in the U.S. and Canada. The pilot season of TimesTalks LIVE started with John Irving and Stephen King in the autumn of 2009.

**About BY Experience**

BY Experience is the pioneer in global live "alternative content" digital cinema events. Credits: Worldwide Distribution Representative of The Met: Live in HD; International (ex-UK) Distribution Representative of the British National Theatre's series NT Live; Executive Producer for Cinema: Times Talks LIVE: LOST (2010), John Irving (2009), Stephen King (2009); A Prairie Home Companion with Garrison Keillor – Live in HD (2010); This American Life – Live! with Ira Glass (2009) and (2008); David Gilmour: Remember That Night – Live from the Royal Albert Hall (2007); David Bowie: Reality – Live & Interactive (2003). Cinema Distributor of the BBC Electric Proms: Robbie Williams (2009), BBC Last Night of the Proms (2009). For more information, visit: [www.byexperience.net](http://www.byexperience.net)

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