



## **NCM Fathom and VIZ Pictures Bring Live-Action Death Note II: the Last Name to the Big Screen by Popular Demand for an Exclusive Two-Night Event on October 15 & 16**

### **Tickets Now on Sale to DEATH NOTE Sequel in Nearly 400 Select Theatres Nationwide**

CENTENNIAL, Colo., Sep 08, 2008 (BUSINESS WIRE) -- What will be the last name written in the Death Note? The drama and suspense surrounding that very question is brought to life when NCM Fathom and VIZ pictures once again team up to present DEATH NOTE II: THE LAST NAME in movie theatres nationwide on Wednesday, Oct. 15 and Thursday, Oct. 16 at 7:30 p.m. local time. This breakthrough live-action Japanese mystery event will feature an exclusive behind-the-scenes look at the creation of DEATH NOTE II: THE LAST NAME, an in-depth interview with Director Shusuke Kaneko and a unique profile of the Death Note cast.

Tickets for this special event are available at presenting theatre box offices and at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theatre locations and prices, please visit the website (theatres are subject to change).

DEATH NOTE II: THE LAST NAME (English dubbed) is the sequel to, and immediate continuation of, the DEATH NOTE, brought to U.S. movie theatres earlier this year by VIZ Pictures and Fathom. Due to the overwhelming popularity of the original event, the two companies bring this next chapter of the thrilling saga based on the popular Japanese manga (graphic novel) series to nearly 400 movie theatres next month.

Written by Tsugumi Ohba and illustrated by Takeshi Obata, DEATH NOTE II: THE LAST NAME is a sequel to DEATH NOTE as Light Yagami joins the investigation team in pursuit of the serial killer known as "Kira." While L still strongly suspects that Light is "Kira," Light Yagami continues to seek out the real name of L so he can kill him with his Death Note. Making things even more unpredictable are the "Eyes of Death," given to the second Kira, enabling the owner to know the true identity and lifespan of any person. Adding further confusion, a new rash of murders attributed to the Death Note occurs all over the world and is attributed to "the Second Kira." Light Yagami learns the identity of the other Kira and wants to join forces to get rid of L. Will L be able to catch "Kira" before he gets killed? Who will be the last name written in the Death Note book?

"DEATH NOTE has captivated millions of fans with a truly original story that has found great success as a manga, an animated series and live-action feature," says Seiji Horibuchi, president and CEO of VIZ Pictures. "The success of our North American debut of the first DEATH NOTE live-action event led us to again team with NCM Fathom to add more theatres, which gives an even greater number of fans an opportunity to participate in this incredible event. We invite everyone to check out this newest chapter in the DEATH NOTE saga."

DEATH NOTE II: THE LAST NAME is presented in high-definition with Cinema Surround Sound in select movie theatres including AMC Entertainment Inc., Celebration! Cinema, Cinemark Holdings, Inc., Clearview Cinemas, Georgia Theatre Company, Goodrich Quality Theatres, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements and Regal Entertainment Group movie theatres, as well as State Theatre (State College, PA) through NCM's exclusive Digital Broadcast Network -- North America's largest cinema broadcast network.

"The first DEATH NOTE event was a tremendous success, enjoyed by thousands who were given a glimpse into the making of this visually phenomenal series earlier this year," said Dan Diamond, vice president of NCM Fathom. "Fathom is excited to again partner with VIZ Pictures to bring DEATH NOTE II: THE LAST NAME to the big screen and invite fans nationwide to enjoy this wonderful event at their local movie theatre."

The DEATH NOTE manga and animated series have become extremely popular domestically. The 37-episode animated series is seen by millions each week on cable broadcast and the series is also distributed on DVD by VIZ Media (rated T+ for Older Teens). For more information on DEATH NOTE live-action features, please visit [www.DeathNoteFilms.com](http://www.DeathNoteFilms.com).

#### About National CineMedia

National CineMedia (NCM) LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 17,000 screens of which approximately 14,700 are part of the company's Digital Content Network (DCN). NCM

LLC's network covers 176 Designated Market Areas(R) (49 of the top 50). During 2007, approximately 685 million patrons attended movies shown in theatres currently included in the network (excluding Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 42.3% interest in and is the managing member of NCM LLC. For additional information, visit [www.nationalcinemedia.com](http://www.nationalcinemedia.com).

#### About VIZ Pictures, Inc.

Based in San Francisco, CA, VIZ Pictures, Inc. distributes Japanese live-action films and DVDs, with particular focus on Japanese "kawaii (cute) and cool" pop culture. VIZ Pictures approaches each release from a J-pop fan's point of view to serve manga and anime generation in North America. VIZ Pictures titles include TRAIN MAN: DENSHA OTOKO, LINDA LINDA LINDA, THE TASTE OF TEA, and PING PONG. The company will continue to offer the hottest visual entertainment straight from the "Kingdom of Pop" for audiences of all ages in North America. VIZ Pictures, Inc. is an affiliate of VIZ Media, LLC, the San Francisco-based leading U.S. publisher of Japanese manga (comics) and merchandise licensor of Japanese animation such as the popular "NARUTO" animated TV series. For more information please visit [www.viz-pictures.com](http://www.viz-pictures.com). (C) 2006 VIZ Pictures, Inc

#### About VIZ Media, LLC

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America, the United Kingdom, Ireland, and South Africa and is a global ex-Asia licensor of Japanese manga and animation. The company offers an integrated product line including magazines such as SHONEN JUMP and SHOJO BEAT, graphic novels, and DVDs, and develops, markets, licenses, and distributes animated entertainment for audiences and consumers of all ages. Contact VIZ Media at 295 Bay Street, San Francisco, CA 94133; Phone (415) 546-7073; Fax (415) 546-7086; and web site at [www.VIZ.com](http://www.VIZ.com).

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