



WORLD CHAMPIONSHIP BOXING RETURNS TO THE BIG SCREEN LIVE FROM LAS VEGAS WITH THE HIGHLY ANTICIPATED MARQUEZ VS. DIAZ II "FIGHT OF THE YEAR: THE REMATCH" EVENT THIS JULY

Fireworks will Fly on July 31 in Over 270 Select Movie Theaters Nationwide as Defending Unified Lightweight World Champion Juan Manuel "Dinamita" Marquez Takes on Former Three-Time Lightweight World Champion Juan "Baby Bull" Diaz Live from Mandalay Bay Resort & Casino

NCM Fathom, Golden Boy Promotions and Marquez Boxing Promotions
Present Third Cinematic Boxing Event in 2010 Series

Centennial, Colo. - July 1, 2010 - After a heated battle that received "Fight of the Year" honors in 2009, reigning and defending Ring Magazine, WBA and WBO Lightweight World Champion **Juan Manuel 'Dinamita' Marquez** and former three-time Lightweight World Champion **Juan 'Baby Bull' Diaz** will appear larger-than-life on the big screen for their highly anticipated rematch on Saturday, July 31. Presented by [NCM Fathom](#), in association with Golden Boy Promotions and Marquez Boxing Promotions, [Marquez vs. Diaz II "Fight of the Year: The Rematch"](#) will be broadcast in high definition LIVE from Mandalay Bay Resort & Casino in Las Vegas to more than 270 movie theaters nationwide at 9:00 p.m. Eastern / 6:00 p.m. Pacific.

Tickets for *Marquez vs. Diaz II "Fight of the Year: The Rematch"* are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, please visit the Fathom website (*theaters and participants are subject to change*).

"Summer is traditionally filled with action-packed blockbusters in the film industry and Golden Boy Promotions and Marquez Promotions are thrilled to partner with NCM Fathom to bring a boxing blockbuster to theaters which will match any action movie in Marquez vs. Diaz II on July 31," said Richard Schaefer, CEO of Golden Boy Promotions. "Their first fight was a terrific contest of will and determination and fans watching the rematch in movie theaters across the country can expect the same type of action-packed bout. Grab your seat and your popcorn early because this is one you won't want to miss."

The heated February 2009 battle between Marquez and Diaz was one to remember. Marquez fought back from an early deficit to defeat Diaz via a ninth round TKO. The Boxing Writers Association of America (BWAA), ESPN.com and the *Ring Magazine* all named the Marquez-Diaz match-up "Fight of the Year."

Marquez vs. Diaz II "Fight of the Year: The Rematch" is the latest boxing match presented in movie theaters across the country through NCM Fathom's exclusive [Digital Broadcast Network](#) - North America's largest cinema broadcast network. NCM Fathom and Golden Boy Promotions first teamed up for the highly successful cinema presentation of the Floyd "Money" Mayweather vs. Juan Manuel "Dinamita" Marquez fight in September 2009. The two companies announced earlier this year they would again collaborate to present live world championship boxing on the big screen in high definition throughout 2010 including "Mayweather vs. Mosley: Who R U Picking?" featuring Floyd "Money" Mayweather and Sugar Shane Mosley, which took place on May 1 and "The Rivals: Hopkins vs. Jones II" featuring Bernard "The Executioner" Hopkins vs. Roy "The Terminator" Jones, Jr. on April 3.

Marquez vs. Diaz II "Fight of the Year: The Rematch" will be shown live in 274 select movie theaters including AMC Entertainment Inc., Celebration! Cinema, Cinemark USA Inc., Clearview Cinemas, Cobb Theatres, Kerasotes Showplace Theatres, Marcus Theatres, National Amusements, Rave Motion Pictures and Regal Entertainment Group movie theaters, as well as the Carolina Theatre (Asheville, NC), Palace Cinema 9 (South Burlington, VT) and Penn Cinema (Lititz, PA), through NCM's exclusive Digital Broadcast Network.

Marquez (50-5-1, 37 KOs) is a fighter from Mexico City who has achieved worldwide recognition as one of the best Mexican fighters of all time in his 17-year professional career. With world titles in the featherweight, junior lightweight and lightweight divisions, Marquez has been hailed as a future Hall of Famer. Marquez has won six of his last eight bouts and, never one to shy away from a challenge, has expressed his eagerness to take on Diaz again. In September 2009, Marquez battled Floyd "Money" Mayweather in the first fight to be shown in movie theaters in over 20 years.

Diaz (35-2, 17 KOs), the fighting pride of Houston, Texas, made his professional boxing debut at the age of 16. He held the lightweight world title for over three years from 2004 to 2007. Known as the "Baby Bull" for his hard charging style in the ring, outside the ring he recently graduated from the University of Houston - Downtown with an eye on enrolling in law school in the near future. With a Las Vegas record of 4-0, Diaz is hopeful that he will regain the title in July.

"Seeing a battle like this on the big screen is an incredible front-row experience for fans who love to experience the thrill of boxing matches in their local movie theater," said Dan Diamond, vice president of Fathom. "This rematch between two great champions on 40-foot screens in HD is as close to being ring-side as you can get!"

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 17,100 screens (15,500 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 38.3% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.fathomevents.com.

About Golden Boy Promotions, Inc.

Los Angeles-based Golden Boy Promotions was established in 2002 by Oscar de la Hoya, the first Hispanic to own a national boxing promotional company. In 2007, in its fifth year of promoting, Golden Boy Promotions set a record by selling over 2.5 million in pay-per-view homes in a single night. Also in 2007, Golden Boy Promotions established the record for highest grossing pay-per-view homes in a single year with more than 4 million total. Golden Boy Promotions is one of boxing's most active and respected promoters, presenting shows in packed venues around the United States on HBO, HBO Latino, TeleFutura, SHOWTIME, Versus and ESPN.

###

MEDIA CONTACTS:

Michelle Portillo	NCM Fathom	303-792-8651	michelle.portillo@ncm.com
Heath Fradkoff/Bennett Kleinberg	Goodman Media for NCM Fathom	212-576-2700	hfradkoff@goodmanmedia.com bkleinberg@goodmanmedia.com
Ramiro Gonzalez/Monica Sears	Golden Boy Promotions	213-489-5631	ramiro@goldenboypromotions.com monica@goldenboypromotions.com
Kelly Swanson	Swanson Communications	202-783-5500	kswanson@swansonpr.com