



LOCAL BAY AREA SHOWCASE CHORUS ARE FINALISTS IN NATIONAL FOREVER PLAID ONLINE VIDEO CONTEST SPONSORED BY NCM FATHOM

Winning entry will be featured during Forever Plaid 20th Anniversary Special event broadcast live on July 9th to movie theaters nationwide, including Cinearts Santana Row 6 *and* AMC Eastridge Mall 15.

San Jose, CA – 06/26/2009 – *Forever Plaid*, one of Off-Broadway's most popular and critically acclaimed musicals, is celebrating its milestone 20th anniversary with an online close harmony video contest, and local Bay Area Showcase Chorus have been chosen as Finalists for their video rendition of the *Forever Plaid* classic, "Crazy 'Bout Ya, Baby" by public vote.

Bay Area Showcase Chorus entered their video rendition of "Crazy 'Bout Ya Baby" on June 19, 2009, 19 days after the first entries and voting were already underway. Voting took place from June 1st thru June 24th. Even with a late start, Bay Area Showcase Chorus were quickly one of the favorites in the voting, out of 28 entries, going on to become one of two finalists in the competition.

The Bay Area Showcase Chorus are hoping to become the top winner, whose performance will be shown at the [Forever Plaid 20th Anniversary Special](#) event on Thursday, July 9th, an event broadcast nationwide to 375 movie theaters, including Cinearts Santana Row 6 and AMC Eastridge Mall 15. In addition, the winning group will be immortalized on the *Forever Plaid* DVD set for release this fall.

Presented by NCM Fathom and Forever Plaid Productions, the **Forever Plaid 20th Anniversary Special** event will feature select members from the original *Forever Plaid* cast introducing the event LIVE from the red carpet at Los Angeles' Club Nokia followed by a specially-taped 20th Anniversary performance of *Forever Plaid*. The evening will also include a LIVE performance by "The Plaids" – Daniel Reichard, David Engel, Larry Raben and Stan Chandler – of musical numbers never before staged during the play's Off-Broadway run and the first-ever LIVE, coast-to-coast in-theater sing-along with "The Plaids."

"*Forever Plaid* has been performed thousands of times across the country and this fun and unique online video contest will recognize local Plaid performers for their musical talents," said Dan Diamond, vice president of Fathom. "Who knows – the next 'Smudge' or 'Jinx' might be discovered from Santa Clara County.

Tickets for the [Forever Plaid 20th Anniversary Special](#) on July 9th at 8 p.m. ET / 7 p.m. CT / 6 p.m. MT and 8 p.m. PT (tape delay) 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 web site (*theaters are subject to change*).

Created by writer and director Stuart Ross, *Forever Plaid* centers on the four members of a fictional 1950s close-harmony group who were killed on their way to their big break. Miraculously, the four



deceased singers are given a second chance to hit the perfect chord by performing their cabaret act almost 50 years after their deaths, putting on the show they never performed in life.

The Forever Plaid 20th Anniversary Special appears on the big screen in high-definition with Cinema Surround Sound in 375 select movie theaters through NCM's exclusive Digital Broadcast Network.

About the Bay Area Showcase Chorus

Bay Area Showcase Chorus is a vibrant, award-winning ensemble of women singers committed to creating musical magic in every performance. Bay Area Showcase Chorus has been entertaining the Bay Area with a cappella music, [barbershop harmony style](#), since 1956. The chorus, which is a chapter of [Sweet Adelines International](#), has a reputation for musical excellence. In April 2008, the chorus won its tenth first place medal in regional competition. And in October 2009, the chorus will represent the Pacific Shores Region 12 at Sweet Adelines International Competition, in Nashville, TN.

About National CineMedia

National CineMedia (NCM) LLC operates the largest digital in-theater 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 theater operators in the U.S., and through multi-year agreements with several other theater operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema, lobby, and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes approximately 16,800 screens of which approximately 15,600 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated Theatres). National CineMedia, Inc. (NASDAQ: NCM) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

About Forever Plaid Productions

Forever Plaid Productions is a production company created by producers Benni Korzen, Barney Cohen, Suren M. Seron and Christopher Gosch to hold the rights to as well as produce *Forever Plaid* for the screen, home entertainment market, and beyond. Visit the brand's website at www.foreverplaid.com.

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For information about the Forever Plaid 20th Anniversary Special

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