Floyd "Money" Mayweather Battles "Vicious" Victor Ortiz in Boxing's Return to the Big Screen this September

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Mayweather vs. Ortiz Coming to the Big Screen

Centennial, Colo. (RPRN) 08/15/11 — NCM Fathom, Mayweather Promotions and Golden Boy Promotions Bring Three Incredible Mexican Independence Day Weekend Title Bouts From Las Vegas and Los Angeles to More than 380 Select Movie Theaters Nationwide in High Definition

 In a blockbuster night of boxing, undefeated six-time World Champion Floyd "Money" Mayweather will face-off against current WBC Welterweight World Champion "Vicious" Victor Ortiz in the big screen event, Star Power: Mayweather vs. Ortiz Fight Live on Saturday, September 17 at 9:00 p.m. Eastern / 6:00 p.m. Pacific. Broadcast in high definition from the MGM Grand in Las Vegas to more than 380 movie theaters nationwide, this sensational welterweight showdown will give fans a ringside seat to see boxing's biggest star against the sport's newest star in one ring. Also taking place on Mexican Independence Day Weekend, Star Power: Mayweather vs. Ortiz Fight Live will feature a second main event from STAPLES Center in Los Angeles with rising Mexican superstar Canelo Alvarez defending his WBC super welterweight championship title

against former star of "The Contender," **Alfonso Gomez**. In an exciting under card bout, three-division World Champion and future Hall of Famer **Erik** "**El Terrible**" **Morales** will attempt to become the first Mexican to win titles in four weight divisions when he faces power punching Argentine **Lucas Matthysse** for the vacant WBC super lightweight championship from the MGM Grand.

Tickets for **Star Power: Mayweather vs. Ortiz Fight Live** are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, visit the NCM Fathom website (theaters and participants are subject to change).

Presented by NCM Fathom, Mayweather Promotions and Golden Boy Promotions, *Star Power: Mayweather vs. Ortiz Fight Live* is the latest boxing event to be broadcast live in select movie theaters across the country through NCM's exclusive Digital Broadcast Network — North America's largest cinema broadcast network. Fathom, Mayweather Promotions and Golden Boy Promotions first teamed up for the highly successful cinema presentation of the Mayweather vs. Juan Manuel "Dinamita" Marquez fight in September 2009. Fathom and Golden Boy also presented live boxing on the big screen in high definition in 2010 with four boxing matches including *Mosley vs. Mora LIVE in HD* last Mexican Independence Day.

"If there's one thing people know about me, it's how much I enjoy performing on a big stage and in this case, the big screen," said Mayweather. "Fans in the theaters can expect a great night of boxing from me and the rest of the stars on the show that night, but I have no doubt that my star will shine the brightest."

Mayweather (41-0, 25 KO's) remains boxing's biggest attraction, wowing crowds and generating record pay-per-view numbers each time he steps into the ring. In his last ring appearance on May 1.

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2010, Mayweather dismantled Sugar Shane Mosley in a lopsided unanimous decision victory. Mayweather is no stranger to fighting on Mexican Independence Day weekend, as prior to his sensational win over Mosley, he took on Mexican boxing star Juan Manuel Marquez on September 19, 2009, beating his opponent in spectacular fashion. During his extraordinary career, he has amassed wins over world champions such as Diego Corrales, Jose Luis Castillo, Arturo Gatti, Zab Judah, Oscar de la Hoya and Ricky Hatton.

"Watching the fight on the big screen in movie theaters across the country is a fantastic way to experience a mega-fight like Mayweather vs. Ortiz, Canelo vs. Gomez and Morales vs. Matthysse, all on Mexican Independence Day weekend," said Richard Schaefer, CEO Golden Boy Promotions. "It is great to work with NCM Fathom again to bring championship boxing to the big screen in an unparalleled level of entertainment."

Victor Ortiz (29-2-2, 22 KO's) is on fire. He is riding a six-fight undefeated streak including his sensational title capturing win over Andre Berto on April 16, 2011. The hard-punching southpaw proved himself throughout their 12-round battle when he survived a knock down in the sixth round and came back to drop Berto at the end of the same round in one of the most exciting boxing fights this year. Ortiz, who was already known as one of the most powerful young fighters in the sport, but was questioned in the past for his desire, showed the world that his heart matches his hands of steel when faced with the best in boxing.

"Since boxing made its exciting return to movie theaters in 2009, Fathom has allowed fans to experience every punch and jab at their local movie theaters," said Dan Diamond, vice president of Fathom. "This big screen fight brings Mayweather back to the ring in what promises to be one of boxing's most memorable matches of 2011."

Already Mexico's brightest young star, 21-year-old **Alvarez** (37-0-1, 27 KO's) of Guadalajara is quickly becoming an international sensation with fans around the world taking noting of his power and prowess in the ring and his charm and charisma outside of the ring. Following wins over former World Champions Carlos Baldomir and Lovemore N'Dou in 2010, Alvarez kicked off 2011 with a March victory over Matthew Hatton that earned him the WBC super welterweight world championship. Three months later, Alvarez returned to Guadalajara for a homecoming title defense and victory over Ryan Rhodes that captivated a nation.

A fan favorite who was present in American living rooms every week when he competed on "The Contender" reality show, **Alfonso Gomez** (23-4-2, 12 KO's) has proven that he has what it takes to battle it out with the elite in the years since his stint on national television. The owner of wins over Arturo Gatti, Ben Tackie, and Jesse Brinkley, the 30-year old Los Angeles resident (who originally hails from Guadalajara) has also faced current WBA Super Welterweight World Champion Miguel Cotto and Peter Manfredo Jr., but he is currently showing the best form of his 10-year career thanks to a five-fight winning streak that includes victories over Jesus Soto Karass and Jose Luis Castillo.

A three-division world champion and future Hall of Famer, **Erik** "El Terrible" Morales (51-7, 35 KO's) ruled the boxing landscape for years, thrilling fans with his classic battles against Manny Pacquiao, Marco Antonio Barrera, Paulie Ayala, Wayne McCullough and In-Jin Chi. But when he returned from a nearly three-year layoff in 2010, many wondered if the Tijuana native still had what it took to compete with the elite. Those questions were answered loud and clear with a three fight winning streak in 2010 and a Fight of the Year candidate in April of 2011, when he went to war for 12 rounds with Marcos Maidana before losing a razor-thin majority decision. Now, the 34-year old warrior is back in the ring and back in Las Vegas to face the concussive punching Matthysse as he vies to become the only Mexican fighter in history to win world titles in four weight divisions.

One of boxing's hardest punchers, **Lucas Matthysse** (28-2, 26 KO's) of Trelew, Argentina has made former World Champions Zab "Super" Judah and Devon Alexander see stars in his last two fights, knocking each of them down, only to lose both fights by controversial split decisions. The 28-year-old's new role as the people's champion is a good one for the crowd-pleasing standout, who has been delivering stellar performances from the time he turned professional in 2004. A former WBO Latino and WBO Intercontinental champion who counts "Vicious" Vivian Harris, DeMarcus "Chop Chop" Corley and Rogelio Castaneda Jr. among his vanquished foes, Matthysse, who has won 93 percent of his fights by way of knockout, is amped up and ready to trade blows with one of the sport's modern greats, Erik Morales, on September 17.

About National CineMedia (NCM)

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 advertising network covers 175 Designated Market Areas® (49 of the top 50) and includes over 18,100 screens (16,800 digital). During 2010, over 690 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The NCM Fathom Events broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (all of the top 50). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.nationalcinemedia.com or www.ncm.com or www.FathomEvents.com.

About Golden Boy Promotions

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 networks such as HBO, HBO Latino, TeleFutura, SHOWTIME, Versus and ESPN.

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