

BREAKING NEWS

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AMC Launches National "Breaking Bad" Mobile Tour


The tour kicks off on Saturday, February 6 at the DirecTV Beach Bowl over Super Bowl weekend, in Miami, Florida.


[via press release from AMC]

AMC LAUNCHES NATIONAL "BREAKING BAD" MOBILE TOUR



Sony Pictures Home Entertainment and DirecTV Sponsor Six-Week Tour That Kicks-Off Super Bowl Weekend in Miami

Season 3 of the Award-Winning and Critically-Acclaimed AMC Series Premieres March 21

BREAKING BAD: THE COMPLETE SECOND SEASON Arrives on DVD and Blu-ray High-Def Disc  March 16

Pasadena, California, January 16, 2010  AMC announced today, from the Television Critics Association in Pasadena, CA, that the network is launching a national mobile tour co-sponsored by Sony Pictures Home Entertainment and DirecTV to promote the third season of the Emmy(R) Award winning series, "Breaking Bad." AMC embarks on a six week, nationwide tour; where a branded "Breaking Bad" mobile theater makes stops in major markets across the country, serving as a traveling billboard and providing people with an immersive experience. The "Breaking Bad" Screening Lab leverages the medium of a live experience so spectators can encounter the series face-to-face.

Kicking off on Saturday, February 6th at the DirecTV Beach Bowl over Super Bowl weekend, in Miami, Florida, AMC's tour brings the powerful series to life through the "Breaking Bad" Screening Lab, a branded, 53-foot-long bio-diesel truck. The six-week tour makes stops in major markets including Daytona, Dallas, Albuquerque, Denver, and LA, before culminating in New York City's Times Square, to coincide with the series' third season premiere Sunday, March 21 at 10 PM. "Breaking Bad: The Complete Second Season arrives on DVD and Blu-ray high-def disc on March 16th.

"The  Breaking Bad' Screening Lab allows for AMC to amplify the  Breaking Bad' brand via first-hand engagement. It creates a unique opportunity to immerse potential viewers through a live experience, a strategy that delivers beyond traditional marketing," said Theresa Beyer, vice president of activation and promotion for AMC. "For AMC's first-ever mobile tour we couldn't have found better partners with DirecTV and Sony Pictures Home Entertainment. This HD theater is perfect for showcasing the quality of DirecTV."

"This distinctive marketing opportunity was an ideal way for us to share  Breaking Bad,' a highly-acclaimed series we're very proud of as a studio, with potential new viewers on High Def Blu-Ray, a premium way to experience it that will also be available to consumers on DVD on March 16th," said Robert Oswaks, President, Marketing, Sony Pictures Television.

Upon entering, visitors to the "Breaking Bad" Screening Lab are immediately immersed into the show's world. The "Breaking Bad" Screening Lab includes an intimate HD theater which expands to hold 90 people. Wall murals that feature Walter White (Bryan Cranston) and Jesse Pinkman (Aaron Paul) flank the theater-type seating. Once inside, participants are shown an introduction video to Walter White) followed by a six minute-30 second "Breaking Bad" video that encapsulates the previous two seasons and then escalates to teasing the upcoming season three. DirecTV and box art of Breaking Bad: The Complete Second Season have logo presence on the vehicle, on-screen, and on collateral materials disseminated at each location.


The "Breaking Bad" Screening Lab visits large, heavily populated events beginning with the DirecTV Beach Bowl, over Super bowl weekend, in Miami, Florida on Saturday, February 6th. Other locations in major markets include the Florida State Fair in Tampa, FL, Daytona 500, Dallas Car Show, RV & Boat Show in Denver, on Hollywood & Highland in LA, and other major events in

Houston, San Francisco, Albuquerque and Breckenridge/Vail, and then Times Square in New York City. At each location there will be brand ambassadors with collateral material featuring messaging about the series and also sweepstakes information where prizing includes Sony Electronics, "Breaking Bad" DVDs and cards granting visitors a free download of "Breaking Bad" on iTunes.


Created by acclaimed writer/producer/director Vince Gilligan ("The X-Files"), "Breaking Bad" follows Walter White, a milquetoast high school chemistry teacher who discovers he is dying of lung cancer. Desperate to secure his family's financial future, Walt teams up with a former student, Jesse Pinkman, to turn a used RV into a mobile drug lab. Filmed on location in Albuquerque, NM, "Breaking Bad" season three stars Emmy Award-winner Bryan Cranston, Emmy nominated Aaron Paul, Anna Gunn, Dean Norris, Betsy Brandt, RJ Mitte, Bob Odenkirk, Giancarlo Esposito and Jonathan Banks. "Breaking Bad" is produced by High Bridge Productions, Inc. and Gran Via Productions in association with Sony Pictures Television for AMC.

ABOUT SONY PICTURES HOME ENTERTAINMENT

Sony Pictures Home Entertainment is a Sony Pictures Entertainment company. SPE is a division of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital

content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 100 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>. For more info on Blu-ray Disc , visit hollywoodinhighdef.com.

ABOUT AMC

AMC reigns as the only basic cable network to win back-to-back Primetime Emmy(R) Awards for Outstanding Drama Series and Golden Globe(R) Awards for Best Television Series  Drama and boasts a comprehensive library of the most entertaining movies of all time. Whether commemorating favorite films from every genre and decade or creating acclaimed original productions, the AMC experience is an uncompromising celebration of great stories. AMC's original stories include the Emmy(R) Award-winning dramas Mad Men and Breaking Bad, the upcoming miniseries The Prisoner and insightful non-scripted programming such as AMC News. AMC further demonstrates its commitment to the art of storytelling with curated movie franchises like AMC Hollywood Icon and AMC Complete Collection. Available in more than 95 million homes (Source: Nielsen Media Research), AMC is a subsidiary of Rainbow Media Holdings LLC, which includes sister networks IFC, Sundance Channel, WE tv and Wedding Central. AMC is available across all platforms including on-air, online, on demand and mobile. AMC: Story Matters HereSM.