

Documentary on NASCAR legend Dale Earnhardt to debut in February alongside the Daytona 500

by Bend_Weekly_News_Sources

DALE to roll out theatrically in 40 markets following the NASCAR NEXTEL Cup Series

DALE, the only authorized documentary on racing legend Dale Earnhardt, will be showcased in movie theaters beginning in February, coinciding with the launch of the 2007 NASCAR NEXTEL Cup Series in Daytona Beach, Fla. The release of DALE includes private premieres hosted by presenting sponsor Chevrolet/GM Goodwrench, large-scale consumer event screenings, and through partner National CineMedia, limited showings in select AMC, Cinemark, Regal Entertainment Group and Georgia Theatre Company movie theaters nationwide.

DALE will continue to roll out in 39 additional markets, as it follows the 2007 NASCAR NEXTEL Cup Series. DALE is produced by NASCAR Images and CMT Films.

"These unique, rolling market theatrical events, following the NASCAR NEXTEL Cup Series circuit, are the first of their kind and provide an incredible opportunity for fans and sponsors alike," said Jeff Yapp, executive vice president, program enterprises, MTVN/CMT Films.

"To be able to directly tap into such a devoted fan base, with a movie on the sport's biggest hero, is a winning combination for NASCAR, CMT Films, Chevy/GM Goodwrench and National CineMedia," said Jay Abraham, president/CEO, NASCAR Images.

Two weeks prior to race day in NASCAR NEXTEL Cup Series markets and selected secondary markets, Chevy/GM Goodwrench will initiate each market's showings with one to two nights of invitation-only shows. Consumers who test drive a Chevy vehicle in these markets will receive complimentary tickets to these exclusive Chevy screenings, along with other VIP clients.

In those same markets, NASCAR fans will have the opportunity to see the film at special screening events in large auditoriums/venues (generally 1,500 - 3,000 seats) for one to two nights. With the large, expanded setting, these events are designed to give fans a concert-like, state-of-the-art, movie-going experience. These events will be open to the public, with tickets being sold at www.dalethemovie.com.

Following the Chevy/GM invitation-only shows and the special event screenings, leading in to the NASCAR NEXTEL Cup race weekend, DALE will debut through NCM Fathom, a division of National CineMedia, at select AMC, Cinemark, Regal Entertainment Group and Georgia Theatre Company theaters throughout the race market area. Trailers for DALE began running in theaters in select markets in December 2006. Ticket information for National CineMedia theater showings is also available at www.dalethemovie.com, as well as local ticket outlets and participating movie theater box offices. A complete list of markets, dates, venues/theaters is also available on the website. DALE will be made available for private screenings and corporate events nationwide through National CineMedia's CineMeetings & Events

(www.cinememeetings.com/dale).

Narrated by Paul Newman, DALE is the first documentary on the late driver that has been given the full support of Teresa Earnhardt, Dale Earnhardt's widow and executor of his estate; as well as Richard Childress, founder of Richard Childress Racing and owner of Earnhardt's famed No. 3 Chevrolet race cars. The film includes archival race footage, rare outtakes, never-before-seen family home videos and interviews with his closest friends and family, toughest competitors and most avid fans, illustrating the depth of Earnhardt's influence in the racing world and beyond.

Dale Earnhardt is widely regarded as one of the greatest NASCAR drivers of all time. In his 22 seasons on the NASCAR Winston Cup Series circuit, he racked up an amazing 76 wins and seven championships, with career winnings totaling more than \$41 million. A perpetual fan favorite, Earnhardt was nicknamed "The Intimidator" for his competitive instincts and highly aggressive driving style. Although his death in 2001 on the last lap of the Daytona 500 cut short his legendary career, he will always be remembered for his skill, determination and passion for the sport.

DALE is executive produced by NASCAR Images' Jay Abraham and Jim Jordan, with Ryan McGee serving as editor-in-chief; Rory Karpf and Mike Viney, producers; and Al Francesco, director of photography. For CMT Films, Jeff Yapp, Paul Villadolid and Lewis Bogach serve as executive producers

Documentary on NASCAR legend Dale Earnhardt to debut in February alongside the Daytona 500 by Bend_Weekly_News_Sources