

BREAKING BAD TOURS: Cable television network AMC kicked off Saturday (2/6) in Miami Beach a national mobile RV tour to promote the third season of Emmy-winning series Breaking Bad. Co-sponsored by Sony Pictures Home Entertainment and DirecTV, the tour is bringing the "Breaking Bad" Screening Lab, a branded, 53-foot-long bio-diesel truck, on a six-week nationwide tour with stops due in Dallas, Albuquerque, NM; Denver and Los Angeles. The Breaking Bad Screening Lab leverages the medium of a live experience so spectators can encounter the series face-to-face.