



## NATIONAL CINEMEDIA (NCM) ADDS SIX NEW AFFILIATES TO ITS CINEMA NETWORK

***Cinema Centers, Far Away Entertainment, King Theatres, Odyssey Entertainment Inc., Star Cinema Grill and Texas Cinema Will Present NCM's FirstLook Cinema Advertising Program and NCM Fathom Events***

Centennial, Colo. – (January 17, 2012) – National CineMedia (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, has added six new movie theater circuits as affiliates that will become part of its advertising and Fathom events network starting in 2012. These new affiliate agreements represent an expansion of NCM's cinema network into several smaller markets and suburbs of larger markets, creating better geographic coverage and a more competitive network versus other local, regional and national media networks.

Under the provisions of exclusive long-term agreements with Cinema Centers, Far Away Entertainment, King Theatres, Odyssey Entertainment Inc., Star Cinema Grill and Texas Cinema, 27 movie theaters with 202 screens will join the NCM Cinema Network. The six affiliates have a combined estimated annual attendance of approximately 5.4 million patrons.

These new affiliate agreements give NCM a presence in two new Designated Market Areas® – Sioux City, Iowa and Rochester, Minn. – in addition to improved coverage in 10 markets including Philadelphia, Pa.; Houston, Texas; Seattle, Wash.; Minneapolis, Minn.; San Antonio, Texas; Harrisburg, Pa.; Wilkes Barre, Pa.; Parkersburg, W.Va.; Mankato, Minn. and Sioux Falls, S.D.

In addition to exclusively presenting NCM's **FirstLook** pre-feature program, select theaters will also present NCM Fathom's live and pre-recorded Entertainment and Business Events.

"This strong group of high quality regional theatre circuits is a great addition to our network as we continue to focus on providing our advertising clients and Fathom programmers with greater reach and more ubiquitous local market coverage," said Kurt Hall, NCM's chairman and chief executive officer. Mr. Hall concluded, "This expanded reach and better geographic coverage improves our competitive positioning against traditional media platforms, as well as the Web and other emerging platforms."

NCM currently has exclusive, long-term cinema advertising agreements in place with founding member exhibitors AMC Entertainment Inc., Cinemark Holdings Inc. and Regal Entertainment Group – the three largest exhibitors in the country – totaling approximately 1,160 theaters and 15,265 screens. In addition, NCM has network affiliate relationships with 29 top regional theater circuits representing approximately 365 theaters and 3,800 screens. With the addition of these new affiliates, NCM's national cinema network totals approximately 1,525 theaters and over 19,000 screens.

### **About National CineMedia (NCM)**

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers 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 176 Designated Market Areas® (49 of the top 50) and includes over 18,300 screens (17,300 digital). During 2010, approximately 700 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: NCM) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

**About NCM's New Affiliates:**

Cinema Centers – [www.cinemacenter.com](http://www.cinemacenter.com)

Far Away Entertainment – [www.farawayentertainment.com](http://www.farawayentertainment.com)

Odyssey Entertainment Inc. – [www.odysseytheatres.com](http://www.odysseytheatres.com) & [www.cinemagictheatres.com](http://www.cinemagictheatres.com)

Star Cinema Grill – [www.starcinmagrill.net](http://www.starcinmagrill.net)

Texas Cinema – [www.texascinema.com](http://www.texascinema.com)

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**MEDIA CONTACTS:**

Lauren Leff / Amy Jane Finnerty

**NCM Media Networks**

(303) 957-1709 / (212) 931-8117

[lauren.leff@ncm.com](mailto:lauren.leff@ncm.com) / [amy.finnerty@ncm.com](mailto:amy.finnerty@ncm.com)