



## **NCM Media Networks Premieres Upfront Event on May 16, 2012**

### ***Top National Cinema Network to Provide a Sneak Peak at the New Hollywood Film Slate and the Power of Integrated Cinema Marketing Programs***

*Centennial, Colo. & New York, N.Y. – Feb. 21, 2012 –* For the first time, NCM Media Networks (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, will be taking its place among the top national networks with the premiere of its upfront presentation event at New York City's AMC Loews Lincoln Square movie theater on May 16, 2012.

"The NCM network is one of America's top rated networks on weekends as well as one of the top 15 national networks overall, so it makes perfect sense for us to participate in the TV upfront process," said Cliff Marks, president of sales and marketing with NCM Media Networks. "While NCM has always done a meaningful amount of our business upfront, we are officially becoming a part of the upfront season for the first time this year. This will allow advertisers to get a first look at the upcoming feature film slate and have special access to premium inventory and our unique integrated cinema programs."

**Who:** NCM Media Networks – the top national cinema network reaching moviegoers on-screen, on-site, online and on mobile phones.

**What:** NCM Media Networks' World Premiere Upfront Event, featuring a sneak peek at the upcoming Hollywood 2-D and 3-D film slate and the unique ways that marketers can reach movie-going audiences.  
Lunch will be served.

**When:** Wednesday, May 16, 2012  
12:30 - 2:00 p.m.

**Where:** AMC Loews Lincoln Square Theater  
1998 Broadway (between 67<sup>th</sup> and 68<sup>th</sup> Streets)  
New York, N.Y. 10023

**Why:** Movies are the engine that drives an important part of the entertainment world. NCM Media Networks will be offering advertisers and media buyers the chance to plan upfront to take full advantage of the power of cinema.

NCM consistently ranks among the broadcast and cable TV networks as one of the top three networks in America reaching adults 18-34 in prime-

time on Fridays and Saturdays according to Nielsen, and is also ranked among the top 15 networks in prime-time overall. With nearly 700 million moviegoers enjoying NCM's *FirstLook* pre-show program and walking through its theater lobbies every year, brand marketers look to cinema as the perfect complement to their traditional media plans.

### **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: NCMI) 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)

# # #

#### MEDIA CONTACTS:

Amy Jane Finnerty / Lauren Leff

**NCM Media Networks**

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

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