



National CineMedia, Inc. to Participate at Investor Conferences in San Francisco and Miami

Centennial, CO – February 21, 2012 – National CineMedia, Inc. (NASDAQ: NCMI) (the Company), the managing member and owner of 48.7% of National CineMedia, LLC (NCM LLC), the operator of the largest digital in-theatre network in North America, today announced that the Company will be presenting at the following investor conferences:

- **Morgan Stanley Technology, Media & Telecom Conference** on Monday, February 27, 2012 at the Palace Hotel in San Francisco, CA. The fireside chat with the Company's CEO, Kurt Hall, will begin at 1:35 PM Pacific Time. Investors and interested parties may listen to a live webcast by visiting the investor relations section of the Company's website at www.ncm.com.
- **J.P. Morgan Global High Yield & Leveraged Finance Conference** on Tuesday, February 28, 2012 at the Loews Miami Beach Hotel. The presentation, with the Company's CFO, Gary Ferrera, will begin at 2:40 PM Eastern Time. This presentation will not be webcast.

About National CineMedia, Inc.

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® (including 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. (NCMI-F)

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