



## National CineMedia (NCM) Welcomes Pecan Pie Productions and Its Independent Theaters to America's Movie Network

April 25, 2018

*Nearly 300 Theaters with 8 Million Attendees Will Join NCM's National Theater Network as of June 2018*

CENTENNIAL, Colo.--(BUSINESS WIRE)--Apr. 25, 2018-- National CineMedia (NCM), America's Movie Network, has signed an affiliate partnership agreement for national advertising with Pecan Pie Productions, welcoming nearly 300 theaters nationwide with approximately 8 million attendees to its national theater network.

Pecan Pie Productions is the latest affiliate partner to become a part of the largest cinema advertising network in the U.S. In the past year, NCM has also welcomed 76 theaters with 540 screens and approximately 18 million attendees from top regional and local exhibitors including [Bow Tie Cinemas](#); [Cinergy Entertainment Group, Inc.](#); Evergreen Desi Enterprises, Inc.; [Golden Ticket Cinemas](#); [Infinity Theatres](#); [Legacy Theatres](#); [Main Street Theatres](#); [Megaplex Theatres](#); [MJR Digital Cinemas](#); [Venue Cinemas](#); and [Windom State Theatre](#) to its national theater network. NCM's network currently includes over 20,800 screens in over 1,650 theaters in 187 Designated Market Areas® (all of the top 50).

"We're thrilled to be working with Pecan Pie Productions to provide national advertising for its great network of independent theaters across the country," said Senior Vice President, Affiliate Partnerships and Local & Digital Sales, Stacie Tursi. "The addition of new theaters in a wide geographic variety of smaller markets will be especially appealing to NCM's national brand partners, who value broad national reach and high audience engagement."

"As a leading partner for independent theaters across America, Pecan Pie Productions is pleased to be expanding our reach with today's partnership with NCM," said Kevin LaKritz, President and CEO of Pecan Pie Productions. "We have been impressed with NCM's leadership team, strategic approach, and their shared belief that local communities matter. We look forward to a long-term partnership with NCM, and to increasing our value to our customers nationwide."

### About Pecan Pie Productions

Pecan Pie Productions is one of the nation's premiere full-service cinema advertising and production companies. Headquartered in San Francisco, the company has been the go-to resource for independent theatre owners looking to earn additional revenue from their screens, and for surrounding communities wanting to advertise on-screen for well over a decade. Pecan Pie Productions' in-house creative team designs, produces, and delivers studio-quality ads and in-theatre items (including custom pre-shows, trivia, lobby signage, and vendor displays), and utilizes the latest technology for the most seamless delivery method in the industry today. Having created thousands of ads to date, Pecan Pie Productions is proud to serve local communities and theatre owners across America. For more information, please visit [www.pecanpieproductions.com](http://www.pecanpieproductions.com) or call 1-888-990-8777.

### About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial weekend network in the U.S., NCM is the connector between brands and movie audiences. According to Nielsen, more than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's *Noovie* pre-show in 50 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group. NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 20,800 screens in over 1,650 theaters in 187 Designated Market Areas® (all of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 48.6% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180425006227/en/>

Source: National CineMedia

### National CineMedia (NCM)

Media Contact:

Amy Jane Finnerty, 212-931-8117

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

or

Investor Relations:

Ted Watson, 800-844-0935

[investors@ncm.com](mailto:investors@ncm.com)