



National CineMedia (NCM) and ScoreStream Team Up To Bring Local Sports To The Movies

November 13, 2018

New Noovie Local Sports Highlights Pre-Show Segments Powered By ScoreStream Will Provide Local Businesses With Unique Advertising Sponsorship Opportunities

CENTENNIAL, Colo. & DEL MAR, Calif.--(BUSINESS WIRE)--Nov. 13, 2018-- National CineMedia (NCM), America's Movie Network, and ScoreStream, the first dedicated crowd sourcing platform for local sports, are teaming up to bring local sports highlights to a movie theater near you.

The ScoreStream mobile app lets fans in the stands crowd source scores, photos and videos of their local teams while following all the teams in their area in real time. The best of the best of this user-generated content from each local region will now be featured regularly in movie theater lobbies around the country across NCM's Lobby Entertainment Network (LEN) and also, when sponsored by a local advertiser, on the big screen in a new *Noovie Local* content segment powered by ScoreStream in NCM's *Noovie* pre-show. *Noovie* leads audiences to what's next in entertainment, with great content, commerce, and interactive games on over 21,100 screens in over 1,700 theaters nationwide.

Area businesses will have the opportunity to be the exclusive sponsor of these *Noovie Local – Powered By ScoreStream* sports highlight packages in their neighborhood theater, connecting with movie audiences and becoming the voice of local sports in the community. The sports content will change monthly, and features year-round high school sports highlights, plus high school, college and pro scores in real-time from across town and across the state.

"When we created our *Noovie* pre-show, movie audiences told us that great local content was one of the things they most wanted to see, along with behind-the-scenes movie features and games," said NCM Senior Vice President of Local Sales and Affiliate Partnerships Stacie Tursi. "If there are two things that people are passionate about, it's movies and sports. So, working with ScoreStream to bring that combination to *Noovie* is a home run. When you think about it, some of the most beloved movies of all times are about sports, and this is an amazing way for fans to give their teams and players the recognition they deserve up on the big screen, supported by businesses in their community."

"We couldn't be more excited about our partnership with NCM," said Derrick Oien, Founder and CEO of ScoreStream. "ScoreStream's SportFX video editing tools empower fans to showcase their teams and players in ways never before possible. This partnership will delight fans and movie-goers alike with killer highlights of their local and state-wide teams, exclusively available from ScoreStream."

About ScoreStream

ScoreStream is the first dedicated crowd sourcing platform for local sports in real time. The ScoreStream mobile app engages fans through crowd-sourced scores, photos, video and chat from over 10,000 games per week from around the world. ScoreStream is an early-stage, venture-backed start-up based in Del Mar, CA. Follow ScoreStream at www.scorestream.com, www.facebook.com/scorestream, and @scorestream on Twitter.

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 56 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (a subsidiary of Cineworld Group PLC, LON: CINE). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 21,100 screens in over 1,700 theaters in 188 Designated Market Areas® (49 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 48.8% interest in, and is the managing member of, National CineMedia, LLC. For more information about National CineMedia, visit www.ncm.com and www.Noovie.com.

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Source: National CineMedia

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