



National CineMedia (NCM) and Marcus Theatres® Forge Affiliate Partnership for Movie Tavern by Marcus Theatres

February 20, 2019

CENTENNIAL, Colo.--(BUSINESS WIRE)--Feb. 20, 2019-- National CineMedia (NCM), America's Movie Network, and Marcus Theatres®, a division of The Marcus Corporation (NYSE: MCS), today announced that they have entered into a long-term cinema advertising affiliate partnership agreement for Movie Tavern by Marcus Theatres, with 22 dine-in theatre locations and 208 screens in the nine states of Arkansas, Colorado, Georgia, Kentucky, Louisiana, New York, Pennsylvania, Texas, and Virginia.

Movie Tavern, an industry leader known for its successful in-theatre dining concept featuring chef-driven menus, premium quality food and drink and luxury seating, will now be branded under the "Movie Tavern by Marcus" banner and will continue to exclusively present NCM's *Noovie* pre-show, including *Noovie ARcade* big screen augmented reality gaming, as well as NCM's advertising programs with national, regional and local brands.

Movie Tavern had previously been part of NCM's national theater network under VSS-Southern Theatres, LLC before being acquired by Marcus Theatres earlier this year.

Marcus remains the No. 4 theater circuit in the U.S. and with the addition of Movie Tavern, will now exceed 1,000 total screens for the first time, reaching 1,098 screens in 90 locations across 17 states.

"We've always admired Marcus Theatres as a world class exhibitor, and Movie Tavern by Marcus Theatres is a perfect fit with NCM's national theater network of the top theaters and exhibitors in America," said NCM President and Interim CEO Cliff Marks. "We are so excited to join the Marcus family of media partners and to work alongside Rolando Rodriguez and his team to help entertain and engage their unique dine-in movie audiences."

"We are excited to continue with the NCM partnership at Movie Tavern by Marcus," said Rolando B. Rodriguez, chairman, president and chief executive officer of Marcus Theatres. "The addition of *Noovie* provides guests the latest information in movies, music and more, which helps add to the overall pre-show entertainment experience."

About Marcus Theatres

[Marcus Theatres®](#), a division of [The Marcus Corporation](#), is the fourth largest theatre circuit in the United States and currently owns or operates 1,098 screens at 90 locations in 17 states. For more information, please visit www.marcustheatres.com and follow the company on [Facebook](#) and [Twitter](#) (@Marcus_Theatres).

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, visit www.ncm.com and www.noovie.com.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190220005843/en/>

Source: National CineMedia

National CineMedia (NCM)

Amy Jane Finnerty
212-931-8117
amy.finnerty@ncm.com

Marcus Theatres

Mari Randa
414-905-1237
marianda@marcustheatres.com