



## Shuffle, Noovie's New Movie Trivia Game, Coming Soon To A Phone Near You To Play Anytime, Anywhere

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*Shuffle Joins Noovie.com, Noovie ARcade and Fantasy Movie League in National CineMedia (NCM)'s Growing Suite of Digital Experiences for Movie Fans*

LAS VEGAS--(BUSINESS WIRE)--Apr. 2, 2019-- Movie industry insiders at [CinemaCon](#) in Las Vegas this week are getting a sneak preview of *Shuffle*, Noovie's new movie trivia mobile game from National CineMedia (NCM), creators of the *Noovie* pre-show seen in movie theaters nationwide.

Designed as a web app at [www.noovie.com/shuffle](http://www.noovie.com/shuffle), *Shuffle* is a whirlwind collection of card-based movie-trivia mini-games where players must answer questions as quickly as possible to earn points before time runs out. Questions will come fast and furious, and players will be sorting, flinging, and swiping cards at a breakneck pace to accumulate points and earn the best score. Movie fans can test their Hollywood IQ anytime, anywhere, with a fun mix of challenging *Shuffle* trivia games based on their favorite films. *Shuffle* will officially launch on *Avengers: Endgame* opening weekend, Friday, April 26<sup>th</sup>, featuring games including:

- **Flicks**– As new movie cards come up in the deck, quickly swipe the card left or right to answer a yes/no question.
- **Star Chains** – Find the connection between movies and actors to create a chain of correct answers. The longer the chain, the higher the points.
- **Match Up** – Correctly match 3 pairs of movie-related cards. The faster you are, the more sets you get to match and win.
- **Timeline** – Which came first? Decide if an event happened before or after another event, such as the year a movie was released or the plot sequence of a story.
- **Bonus Round** – Click on as many cards as you can that fit a given movie category before they disappear.

New games and new card decks featuring movie topics like supervillains, hitmen, movie music superstars, giant monsters, movie toys, and many more will be added to *Shuffle* on an ongoing basis to match the current film slate and keep *Shuffle* fresh and challenging for players. NCM will also be working closely with movie studios to create custom games and card decks that highlight specific new movie releases.

Movie fans can see how they rank against other *Shuffle* players, create head-to-head challenges with friends and share their score on Facebook and Twitter. Early adopters of *Shuffle* will get the opportunity to practice and hone their skills to get ready to win cool rewards and prizes, which will be rolling out later this year.

"Movie trivia is one thing that our *Noovie* audiences told us they crave the most, and *Shuffle* lets people not only play in the theater while they're waiting for the movie to start, but anytime, anywhere they want to test their movie knowledge," said National CineMedia's President and Interim CEO Cliff Marks.

Marks continued, "93% of the moviegoers we surveyed told us that they'd love to play a movie trivia game, but only 18% had one that they currently enjoyed playing on their phones. So, we designed *Shuffle* to be additively fun, convenient, and competitive – the more you play, the more great movie content you get to unlock. I can't wait to share it with millions of movie fans across the country beginning on April 26<sup>th</sup>!"

*Shuffle* joins NCM's growing suite of other *Noovie* digital properties including [Noovie.com](#), the go-to digital destination for all things movies, including trailers, showtimes, tickets, and more; *Noovie ARcade*, the big screen interactive augmented reality (AR) game available free in the [iTunes](#) and [Google Play](#) stores; and [Fantasy Movie League](#), the box office predictions game that combines the fierce competition of fantasy sports with the insanely popular world of entertainment and movies. *Name That Movie* will also be making the jump from the silver screen to your phone screen later this summer with a new mobile version of the popular and visually creative game from the *Noovie* pre-show.

### About National CineMedia, Inc.

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 750 million moviegoers annually attend theaters that are currently under contract to present NCM's *Noovie* pre-show in 57 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 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 48.8% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com) and [www.noovie.com](http://www.noovie.com).

For images, logos and video from *Shuffle*, Noovie's new movie trivia game, visit <https://press.ncm.com/images-logos>.

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