



National CineMedia (NCM) to Host Investor Day on March 4, 2020

March 3, 2020

CEO Tom Lesinski and Team to Ring the Nasdaq Stock Market Opening Bell

CENTENNIAL, Colo. & NEW YORK--(BUSINESS WIRE)-- **National CineMedia Inc. (NASDAQ: NCMI)** today announced that it will host an Investor Day on Wednesday, March 4, 2020 in New York City. Hosting the event will be Tom Lesinski, Chief Executive Officer, Cliff Marks, President, Katie Scherping, Chief Financial Officer, and other members of the Company's management team. It is expected that the Company will discuss the current operating environment and its strategy, along with a financial review and outlook. The format will include panel discussions as well as deep-dive presentations.

Mr. Lesinski and the NCM team will also visit the Nasdaq MarketSite in Times Square to ring the Nasdaq Stock Market Opening Bell that morning to celebrate National CineMedia, LLC's 15-year anniversary, its record Q4 advertising revenue, and its strong finish to 2019 with the successful launch of its new premium Noovie pre-show inventory in movie theaters nationwide.

Investor Day Webcast Details

This event is intended for financial analysts and institutional investors and in-person attendance is by invitation only. The Investor Day will be webcast live, beginning at 1:50 PM ET and concluding at approximately 5:30 PM ET. The live webcast of the Investor Conference may be accessed from the Company's website and available in the Investor Relations section of the Company's website at www.investor.ncm.com/events. In addition, questions for management may be submitted to NCMI2020InvestorDay@ICRInc.com at any time prior to, or during the event. A replay of the webcast will also be available in the Investor Relations section of the Company's website shortly after on March 4, 2020 and will be available until May 4, 2020.

Nasdaq Opening Bell Ringing Webcast Details

A live stream of the National CineMedia Nasdaq Stock Market Opening Bell Ringing Ceremony will be available at <https://www.nasdaq.com/marketsite/bell-ringing-ceremony> on Wednesday, March 4, 2020 from 9:15 a.m. to 9:30 a.m. ET.

About National CineMedia

National CineMedia (NCM) is America's Movie Network. As the largest cinema advertising network in the U.S., we unite brands with the power of movies and engage movie fans anytime and anywhere. According to Nielsen, more than 710 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 21,200 screens in over 1,700 theaters in 190 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 and www.noovie.com.

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Investor Contact:

Ted Watson
(800) 844-0935
investors@ncm.com

Media Contact:

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

Source: National CineMedia Inc.