FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

	Washington,	D.C. 2	0549	

OMB	APPROVAL
CIVID	

Check this box if no longer subject to

OMB Number:	3235-0287
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Section obligati	this box if no lo n 16. Form 4 or ions may contir tion 1(b).		STA		d nursu	ant to	Section 16 n 30(h) of th	(a) of the	Secur	ities Ex	change A	ct of 193		P	Estima	Number: ated ave per resp	rage burder	3235-0287 n 0.5	
	nd Address of	Reporting Person* IAS INC			2. Issu	er Na	ame and Tic	ker or Tra	ding S	ymbol				ationship of F k all applicab Director		Person	,]
(Last) 7132 RE	(F GAL LANI	First)	(Middle)		3. Date 09/09		arliest Trans	saction (N	lonth/[Day/Yea	ır)			Officer (gi below)	ive title		Other (below)	specify	
(Street)	ILLE T	'N	37918 4. If Am			Amendment, Date of Original Filed (Month/Day/Year)						Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X Form filed by More than One Reporting Person					1		
(City)	2)	State)	(Zip)																
1. Title of S	Security (Inst		Table I - No	2. Transa Date (Month/Da	ction	2A. Exe	Deemed ecution Date	3. Trans	action	4. Se	curities A	cquired (5. Amount Securities Beneficially		Form:	nership Direct Indirect	7. Nature of Indirect Beneficial	
						(Mo	onth/Day/Yea	Code	v	Amo	unt	(A) or (D)	Price	Following Reported Transaction (Instr. 3 and		(I) (Ins	tr. 4)	Ownership (Instr. 4)	
Common	Stock			09/09/	2013			C(1)()	2,3	00,000	Α	\$0	2,300,	000		D		
Common	Stock			09/09/	2013			S		2,3	00,000	D	\$17.79	0			D		
			Table II -				rities Aco , warrant							vned					
Derivative Conversion Date		3. Transaction Date (Month/Day/Year)	Execution Da		Code (Instr.		Derivative E		6. Date Exercisable and Expiration Date (Month/Day/Year)		Secu Deriv	7. Title and Amour Securities Underly Derivative Security 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Numb derivativ Securitie Benefici Owned Followin Reporte	ve es ally ng d	e Ownershi Form: Direct (D) or Indirec g (I) (Instr. 4	Beneficial Ownership tt (Instr. 4)	
				Code	e V	(A)	Ī	Date Exercis		Expiration	on Title	- 1	Amount or Number of Shares		Transac (Instr. 4)				
Common Units of National CineMedia, LLC	\$0	09/09/2013		C ⁽²⁾			2,300,000	(1)		(1)	Sto Nat Cinel	nmon ck of ional Media, nc.	2,300,000	\$0	22,032	2,152	I	By Reporting Entities ⁽³⁾	{
	nd Address of	Reporting Person* IAS INC			,				·										
(Last) 7132 RE	GAL LANI	(First)	(Middle	·)															
(Street)	ILLE	TN	37918	<u> </u>		-													
(City)		(State)	(Zip)			-													
		Reporting Person*	GROUP																
(Last)		(First)	(Middle	:)															

(City)	(State)	(Zip)					
Name and Address of Reporting Person*							
REGAL ENTE	<u>CRTAINME</u>	NT GROUP					
(Last)	(First)	(Middle)					
7132 REGAL LA	NE						
(Street)							
KNOXVILLE	TN	37918					
(City)	(State)	(Zip)					
1. Name and Address	of Reporting Pers	son [*]					
Regal Entertain	<u>ıment Holdi</u>	ngs, Inc.					
(Last)	(First)	(Middle)					
7132 REGAL LA	NE						
(Street)							
KNOXVILLE	TN	37918					

(City)	(State)	(Zip)					
1. Name and Address of Reporting Person* REGAL CINEMAS CORP							
(Last) 7132 REGAL LANE	(First)	(Middle)					
(Street) KNOXVILLE	TN	37918					
(City)	(State)	(Zip)					
Name and Address of Regal CineMedia							
(Last) 7132 REGAL LANE	(First)	(Middle)					
(Street) KNOXVILLE	TN	37918					
(City)	(State)	(Zip)					
Name and Address of Reporting Person* Regal CineMedia CORP							
(Last) 7132 REGAL LANE	(First)	(Middle)					
(Street) KNOXVILLE	TN	37918					
(City)	(State)	(Zip)					
1. Name and Address of Reporting Person* ANSCHUTZ CO							
(Last) 555 17TH STREET,	(First) SUITE 2400	(Middle)					
(Street) DENVER	СО	80202					
(City)	(State)	(Zip)					
1. Name and Address of Reporting Person* ANSCHUTZ PHILIP F							
(Last) 555 17TH STREET,	(First) SUITE 2400	(Middle)					
(Street) DENVER	СО	80202					
(City)	(State)	(Zip)					

Explanation of Responses:

- 1. Common Units of National CineMedia, LLC ("Common Units") may be converted at any time into shares of Common Stock of National CineMedia, Inc. on a one-for-one basis, and have no expiration.
- 2. The Common Units were redeemed by Regal Cinemas, Inc. and converted into a like number of shares of Common Stock of National CineMedia, Inc.

Remarks:

/s/ Peter B. Brandow, Executive
Vice President, General Counsel
and Secretary (Regal Cinemas,
Inc.)
/s/ Peter B. Brandow, Executive
Vice President, General Counsel
and Secretary (Regal
Entertainment Group)
/s/ Peter B. Brandow, Executive
Vice President, General Counsel
Vice President, General Counsel

^{3. 579,360} of the reported securities are owned directly by Regal Cinemas, Inc. and 21,452,792 of the reported securities are owned directly by Regal CineMedia Holdings, LLC. All of the reported securities are owned indirectly by Regal Cinemas, Inc., (other than the shares it owns directly), Regal Entertainment Group, Regal Entertainment Holdings, Inc., Regal Cinemas Corporation, Anschutz Company, and Philip F. Anschutz Company and Philip F. Anschutz disclaim beneficial ownership of the reported securities except to the extent of their pecuniary interest therein.

and Secretary (Regal Entertainment Holdings, Inc.) /s/ Peter B. Brandow, Executive Vice Pesident, General Counsel 09/10/2013 and Secretary (Regal Cinemas **Corporation**) /s/ Peter B. Brandow, Vice 09/10/2013 President and Secretary (Regal CineMedia Holdings, LLC) /s/ Peter B. Brandow, Vice 09/10/2013 President and Secretary (Regal CineMedia Corporation) /s/ Robert M. Swysgood by Power of Attorney (on behalf of 09/10/2013 Anschutz Company) /s/ Robert M. Swysgood, by Power of Attorney (on behalf of 09/10/2013 Philip F. Anschutz)

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.