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Brooklyn Sports & Entertainment Bringing Artists and Athletes to the Big Screen with National CineMedia

Uniquely Connecting Artists and Athletes to Millions of Fans In NCM'S FirstLook Pre-show on 441 Movie Screens in New York

--Promotion for Barclays Center events, including Brooklyn Nets and New York Islanders Games, featured in on-screen video content--

BROOKLYN, N.Y.--(BUSINESS WIRE)-- Brooklyn Sports & Entertainment is bringing artists and athletes to the big screen.

In a unique in-theater alliance with National CineMedia (NCM), Brooklyn Sports & Entertainment (BSE) is premiering a campaign to promote artists who play Barclays Center through video content on 441 movie screens across 36 movie theaters throughout the New York metropolitan area, including the top grossing theater in the U.S., located on W. 42nd street in Manhattan.

BSE's trailers featuring upcoming concerts and other events at Barclays Center, such as the Brooklyn Nets, the New York Islanders, boxing and college basketball, will run before every movie showing across all ratings as part of NCM's *FirstLook* pre-show. In addition to the big screen, BSE's ads will run on NCM's Lobby Entertainment Network in each participating theater. The videos will also appear digitally across mobile, web and social media through NCM's Cinema Accelerator, which identifies moviegoers' mobile devices as they enter a theater and re-engages the audience with BSE's brand messages wherever they are consuming entertainment content.

The unique deal will expand the BSE footprint, while generating exposure for artists and athletes to nearly 20 million moviegoers throughout the New York metropolitan area.

"We are excited to bring the biggest artists and athletes to the silver screen," said Brett Yormark, CEO of Brooklyn Sports & Entertainment. "This cinematic presence serves as a marketing differentiator for us by creating incredible value for the artist community, connecting them to fans in a non-traditional way. In addition, it not only positions BSE in front of a huge audience that is predisposed to entertainment, but it sets us apart in the industry by further diversifying the ways in which we reach fans."

The marketing partnership marks the first-of-its-kind for NCM in the New York area, making Barclays Center, the Nets and Islanders as the first entertainment venue and professional sports teams to have a starring role in NCM's *FirstLook* pre-show in New York City, Long Island, and Westchester.

"This is the ideal partnership between entertainment venues," said NCM President Cliff Marks. "Movie audiences and sports and concert audiences are often one and the same — they love a great entertainment experience. So it makes perfect sense for BSE to reach out to our millennial moviegoers on the big screen, in theater lobbies, and on their digital devices to let them know about the next hot ticket in Brooklyn."

ABOUT BROOKLYN SPORTS & ENTERTAINMENT

Brooklyn Sports & Entertainment (BSE) is the business enterprise that manages and controls Barclays Center, the Brooklyn Nets, and the New York Islanders business operations. It is currently overseeing the redevelopment of Nassau Veterans Memorial Coliseum, and will manage the Coliseum's future operations upon its opening in spring 2016. BSE identifies and creates alliances, strategic partners and other business opportunities to ensure the success of its assets. BSE was responsible for the naming rights partnerships for Barclays Center, IZOD Center, Rutgers' High Point Solutions Stadium, and Ford Amphitheater at Coney Island Boardwalk, as well as the soon-to-be-named Nassau Veterans Memorial Coliseum. For additional information, visit Brooklynse.com.

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 weekend network in the U.S., NCM is the connector between brands and movie audiences. More than 700 million moviegoers annually attend theatres that are currently under

contract to present NCM's *FirstLook* pre-show in over 40 leading national and regional theatre circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE:RGC). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with approximately 20,400 screens in approximately 1,600 theaters in 187 Designated Market Areas® (49 of the top 50). NCM Digital goes beyond the big screen, extending in-theatre campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 43.6% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit www.ncm.com.

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