



National CineMedia Forms Strategic Alliance With NuTime Media

November 10, 2021

New Specialty Cinema Advertising Networks Created to Reach African-American and Hispanic Moviegoers

NEW YORK--(BUSINESS WIRE)--Nov. 10, 2021-- National CineMedia (NCM), the largest cinema advertising network in the U.S., has entered into a new strategic alliance with NuTime Media, a Black-owned media advertising sales representation company with offices in New York and Chicago, to better serve marketers looking to reach African-American and Hispanic audiences. As part of this new initiative, NCM has formed two new specialty cinema advertising networks across the U.S. that directly serve these diverse audiences using the power of cinema.

The new alliance will combine NCM's distinctive cinema footprint that attracts African-American and Hispanic moviegoers with NuTime Media's expertise and knowledge of both consumer groups, forming a valuable engagement opportunity for the ad community. NuTime Media will represent the national ad sales for NCM's Black Cinema Network, which includes over 393 theaters with over 5,400 screens expected to reach an audience of 11.4 million consumers monthly, as well as NCM's Hispanic Cinema Network, which includes over 449 theaters with over 6,000 screens expected to reach an audience of 15.4 million consumers monthly. The alliance between NCM and NuTime Media also allows brands to create custom content and build integrated marketing plans that will resonate with these diverse segments of the moviegoing audience.

Black and Hispanic audiences are frequent moviegoers, making up a significant portion of those flocking back to cinema in recent months. For example, *Venom: Let There Be Carnage*, drove a record-breaking opening weekend in October and NCM network screens were attended by a young, diverse audience of 64 percent 18-34-year-olds, 29 percent Hispanic consumers and 16 percent Black consumers

"Black consumers have collectively increased their spending power by 60 percent over the past decade which far outpaces their population growth during the same time period, according to the Video Advertising Bureau," said NCM Executive Vice President & Chief Revenue Officer Mike Rosen. "And, Hispanics collectively spend nearly \$1 trillion annually on goods and services in the U.S. Marketers who are looking to reach these incredibly valuable groups of consumers will find them at the movies."

"Tapping into a younger and more diverse audience with superior buying power should be part of any marketer's media plan today," said NuTime Media President and CEO Morris McWilliams. "We're very excited to be working with NCM to offer advertisers the ability to reach these valuable consumers as they attend Hollywood's top films nationwide."

About National CineMedia

National CineMedia (NCM) is America's Movie Network. As the largest cinema advertising network in the U.S., NCM unites brands with the power of movies and engages movie fans anytime and anywhere. NCM's *Noovie*® pre-show is presented exclusively in 50 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 20,700 screens in over 1,600 theaters in 195 Designated Market Areas® (all of the top 50). NCM Digital and Digital-Out-Of-Home (DOOH) go beyond the big screen, extending in-theater campaigns into online, mobile, and place-based marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 48.3% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit www.ncm.com and www.noovie.com.

About NuTime Media

NuTime Media is a MBE certified Black-Owned media advertising sales representation company with offices in New York and Chicago. NuTime Media is experienced in the African American/Hispanic entertainment segment and media landscape with many years of working with marketers in reaching these valuable consumer groups. For more information, visit www.nutimemedia.com.

Forward Looking Statements

This press release contains various forward-looking statements, within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, that reflect management's current expectations or beliefs regarding, among other things, consumer and advertiser spending plans, preferences, and behavior. Forward-looking statements are subject to a number of important factors, risks, uncertainties and assumptions that could cause actual results to differ materially from those described in any forward-looking statements. Please refer to the Company's Securities and Exchange Commission filings, including the "Risk Factor" section of the Company's Annual Report on Form 10-K for the year ended December 31, 2020, for further information about risks and uncertainties that could cause actual results to differ materially. Investors are cautioned that reliance on these forward-looking statements involves risks and uncertainties. The Company undertakes no obligation to update any forward-looking statement, whether as a result, of new information, future events or otherwise, except as required by law.

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