



## National CineMedia Strengthens Cinema Advertising Network With 12 New and Renewed Exhibitor Agreements, Reaching More Than 680 Screens Nationwide

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*New partners, The Cinemas by Blue Fox Entertainment and THE LOT, further enhance NCM's network in the nation's top markets*

NEW YORK--(BUSINESS WIRE)--Oct. 21, 2026-- National CineMedia (NASDAQ:NCMI) (NCM), the leading premium video and digital out-of-home advertising platform in the U.S., today announced two new exhibitor partners, The Cinemas by Blue Fox Entertainment (The Cinemas) and THE LOT, and 10 renewed exhibitor agreements. Together, these agreements reach more than 680 screens in over 80 theaters, further strengthening NCM's position as the nation's largest cinema advertising network, including Spotlight Cinema Networks (Spotlight), with approximately 22,000 screens in over 1,750 theaters, and expanding its presence in the markets advertisers value most.

"We're proud to deepen our partnerships across the exhibitor community and to welcome The Cinemas and THE LOT into the NCM network," said Bernadette McCabe, Vice President, Exhibitor Relations, NCM and Spotlight. "Each of these agreements represents a shared belief in the power of the big screen to connect brands with highly engaged audiences, and we look forward to building on these partnerships in the markets advertisers care about most."

The new partners bring standout locations in some of the nation's most important markets. The Cinemas, a newly formed exhibitor, joins NCM with key locations in New York and Los Angeles that were acquired from IPIC Theaters this past June. THE LOT, a well-known luxury dine-in exhibitor, brings new screens across Los Angeles, San Diego, and San Francisco, extending NCM's presence across some of California's largest markets.

"NCM's curated roster of exclusive advertisers leans into theatrical influenced content which, in turn, grabs the attention of our guests," said James Huntsman, Founder of The Cinemas. "We're proud to partner with a team that shares our commitment to providing a premium moviegoing experience for our customers, and we look forward to continued collaboration."

To learn more about NCM, please visit [www.ncm.com](http://www.ncm.com).

### About National CineMedia, Inc.

National CineMedia, Inc. (NCM, NASDAQ:NCMI) is the leading premium video and digital out-of-home advertising platform in the U.S., connecting brands to sought-after audiences across cinema, office, and residential environments. As a premium video, full-funnel marketing solution for advertisers, NCM enhances marketers' ability to measure and drive results in 185 Designated Market Areas®, including all of the top 100. NCM's platform comprises more than 48,000 digital screens, including approximately 22,000 theater and lobby screens in more than 1,750 theaters and, through its wholly owned Captivate subsidiary, over 26,000 digital video screens across more than 11,000 office and residential buildings in North America. NCM is the managing member and owner of 100% of National CineMedia, LLC (NCM LLC). For more information, visit [www.ncm.com](http://www.ncm.com).

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