



October 30, 2012

## **National CineMedia, Inc. to Participate at the Piper Jaffray TMT Conference**

CENTENNIAL, Colo.--(BUSINESS WIRE)-- National CineMedia, Inc. (NASDAQ: NCMI) (the Company), the managing member and owner of 48.6% of National CineMedia, LLC (NCM LLC), the operator of the largest digital in-theatre network in North America, today announced that the Company will be participating at the Piper Jaffray Technology, Media & Telecommunications Conference on Tuesday, November 6, 2012 at the Le Parker Meridien in New York, NY. The Company's CFO Gary Ferrera will participate in the "Future of Cinema" panel discussion at 2:00 PM ET.

Investors and interested parties may listen to a live webcast of the panel discussion by visiting the investor relations section of the Company's website at [www.ncm.com](http://www.ncm.com).

### **About National CineMedia, Inc.**

NCM operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 181 Designated Market Areas<sup>®</sup> (49 of the top 50) and includes over 19,000 screens (over 18,100 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive cinema advertising agreements in place. The NCM Fathom Events live digital broadcast network ("DBN") is comprised of over 700 locations in 170 Designated Market Areas<sup>®</sup> (including all of the top 50). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com). (NCMI-F)

### **National CineMedia, Inc.**

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