

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>AMERICAN MULTI-CINEMA, INC.</u> _____ (Last) (First) (Middle) <u>920 MAIN STREET</u> _____ (Street) <u>KANSAS CITY MO 64105</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>National CineMedia, Inc. [NCM]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)		
			3. Date of Earliest Transaction (Month/Day/Year) <u>03/14/2013</u>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Common Units of National CineMedia, LLC	\$0 ⁽¹⁾	03/14/2013		A		1,728,988		(1)	(1)	Common Stock of National CineMedia, Inc.		1,728,988	(2)	19,052,770	D ⁽³⁾

1. Name and Address of Reporting Person*
AMERICAN MULTI-CINEMA, INC.

 (Last) (First) (Middle)
920 MAIN STREET

 (Street)
KANSAS CITY MO 64105

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
AMC ENTERTAINMENT INC

 (Last) (First) (Middle)
920 MAIN STREET

 (Street)
KANSAS CITY MO 64105

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
AMC ENTERTAINMENT HOLDINGS, INC.

 (Last) (First) (Middle)
920 MAIN STREET

 (Street)
KANSAS CITY MO 64105

 (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 date.

2. Common Units were issued pursuant to the Common Unit Adjustment Agreement, dated as of February 13, 2007, by and among National CineMedia, LLC, National CineMedia, Inc., American Multi-cinema, Inc, and other parties thereto, and the terms and conditions set forth therein.

3. Of the reported securities, all 19,052,770 Common Units are owned directly by American Multi-Cinema, Inc. All of the reported Common Units are owned indirectly by AMC Entertainment Inc. and AMC Entertainment Holdings, Inc.

Remarks:

Exhibit List Exhibit 99.1 - Joint Filer Information This report is filed jointly by American Multi-Cinema, Inc., AMC Entertainment Inc. and AMC Entertainment Holdings, Inc. Each of such reporting persons is deemed a director by virtue of American Multi-Cinema's right to designate a representative to serve on National CineMedia, Inc.'s board of directors. Gerardo I. Lopez currently serves as American Multi-Cinema, Inc.'s representative and on behalf of American Multi-Cinema, Inc., on National CineMedia, Inc.'s board of directors.

[See Signatures attached as Exhibit 99.1](#)

[03/19/2013](#)

** Signature of Reporting Person

Date

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.

JOINT FILER INFORMATION

This report is filed jointly by American Multi-Cinema, Inc., AMC Entertainment Inc., and AMC Entertainment Holdings, Inc. American Multi-Cinema, Inc. has the right to designate a representative to serve on National CineMedia Inc.'s board of directors. Gerardo I. Lopez is American Multi-Cinema, Inc.'s designee to National CineMedia's board of directors.

The principal business address of each of the Reporting Persons is 920 Main Street, Kansas City, Missouri 64105.

Name of Designated Filer: American Multi-Cinema, Inc.

Date of Event Requiring Statement: March 19, 2013

Issuer Name and Ticker or Trading Symbol: National CineMedia, Inc. (NCMI)

AMERICAN MULTI-CINEMA, INC.

By: /s/ Kevin M. Connor
Name: Kevin M. Connor
Senior Vice President, General Counsel

AMC ENTERTAINMENT INC.

By: /s/ Kevin M. Connor
Name: Kevin M. Connor
Senior Vice President, General Counsel

AMC ENTERTAINMENT HOLDINGS, INC.

By: /s/ Kevin M. Connor
Name: Kevin M. Connor
Senior Vice President, General Counsel
