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Lexus Launches Cinema Advertising Campaign for New ``2008 Lexus IS F'' in National CineMedia's FirstLook

"What is F?" 6-Spot Campaign Takes Advantage of Unique Movie Theatre Environment and Surround Sound on More Than 13,200 Screens Nationwide

TORRANCE, Calif. & CENTENNIAL, Colo., Mar 10, 2008 (BUSINESS WIRE) -- Lexus has launched an innovative new cinema advertising campaign for the 2008 IS F luxury high-performance sedan in National CineMedia's (NCM) FirstLook pre-feature program. Delivered through NCM's Digital Content Network (DCN) - the largest digital in-theatre network in North America - FirstLook is currently seen on over 13,200 screens in AMC Entertainment Inc., Cinemark USA, Inc., Georgia Theatre Company, Goodrich Quality Theaters, Kerasotes ShowPlace Theatres, Regal Entertainment Group and other network affiliate movie theatres nationwide.

This new Lexus 2008 IS F cinema campaign is the next phase of the IS F's U.S. launch (which began in October 2007 with viral Internet and PR tactics), and is intended to introduce the car to a wide audience of automotive enthusiasts coinciding with the vehicle's arrival at Lexus dealerships nationwide. The innovative campaign is comprised of six 15-second spots, each posing the "What is F?" question with answers focused on key attributes of the IS F - "F is a 170 mph top speed;" "F is 0-60 in 4.6 seconds;" "F is shifting in 0.1 seconds," "F is Precision Braking by Brembo," "F is Commanding Performance," and "F is Beauty within the Beast."

The dark and beautifully lit cinematic spots, created for Lexus by ATTIK of San Francisco, were specially designed to take advantage of the big-screen environment and movie theatre surround sound capabilities. In one spot, the unique sounds generated by the IS F's dual-stage intake engine take center stage as audiences hear the vehicle approaching on one side of the theatre before they get a glimpse of the car speeding across the screen and roaring out on the opposite side. In another, the beauty of the IS F is highlighted larger than life as the camera flies into and around the vehicle to showcase the interior.

"The 2008 Lexus IS F is a unique high-performance vehicle and we wanted to launch it in a way that captures the car's speed and sounds," said Dave Nordstrom, Lexus vice president of marketing. "We felt the best way we can give people a feel for that performance was by using the full sight, sound and motion impact of cinema."

"By creating this campaign especially for the cinema, Lexus is really making a bold statement," said Cliff Marks, president of sales and chief marketing officer, National CineMedia. "The impact a creative campaign like this can have on movie audiences is significant because it is something exciting and original that people have never seen before. Also, cinema advertising recall is so high that people should be compelled to head to their local dealership to see the new Lexus IS F in person."

National CineMedia's FirstLook is a digital entertainment and advertising pre-feature program showcasing content from A&E Television Networks, Discovery Communications, NBC, Sony Pictures Entertainment, Turner Broadcasting System, Universal Studios, Walt Disney Studios Home Entertainment and Warner Bros. along with national and local advertising. Designed with the audience in mind, FirstLook ends approximately at the advertised movie show time (when the film trailers begin) and its entertainment content segments are rotated between theatres about every two weeks to help ensure that frequent movie-goers are entertained by fresh content. Beginning later in 2008, Loews theatres will also become part of the NCM network, bringing FirstLook to approximately 16,500 screens nationwide.

About Lexus

Lexus has become synonymous with luxury since its introduction in 1989. By offering some of the finest quality luxury vehicles and providing benchmark customer service, Lexus has remained the top-selling luxury nameplate in the United States for eight years in a row. Lexus and its 223 dealers have repeatedly achieved high honors for both the products they sell and the customer service they provide.

The 2008 Lexus IS F high-performance sedan is the first production model to wear the brand's new "F" marque. Based on the robust IS sport sedan platform, the 2008 IS F delivers 416 horsepower from a specially engineered 5.0-liter V8 engine and will accelerate from zero-to-60 mph in 4.6 seconds. In addition to the exclusive V8, the 2008 IS F's performance credentials include racetrack-developed suspension and braking, and a specially calibrated version of the advanced Vehicle Dynamics Integrated Management (VDIM) system. For more information on the new 2008 Lexus IS F, visit www.lexus.com/isf/.

About National CineMedia

National CineMedia (NCM) LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 15,250 screens of which over 13,200 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 169 Designated Market Areas(R) (49 of the top 50). During 2007, approximately 542 million patrons attended movies shown in theatres owned by the NCM LLC founding members (excluding Loews). National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

Note to Editors: Electronic images of the 2008 IS F, as well as a screen grab of the FirstLook cinema spot, are available online via the Wieck Photo Database (972/392-0888) or via the Lexus news media Web site (http://www.pressroom.lexus.com).

SOURCE: National CineMedia

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