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NCM Fathom Events and DealChicken Launch Summer Event Series Sweepstakes

Winners Invited to Attend Unique One-Night Events in Movie Theaters across the U.S.

CENTENNIAL, Colo.--(BUSINESS WIRE)-- [NCM Fathom Events](#) today announced it has teamed up with [DealChicken](#), a Gannett Co., Inc. (NYSE: GCI) daily deals business, to launch a Summer Event Series Sweepstakes. The Summer Event Series Sweepstakes will register entrants to receive DealChicken daily deals and offer them the chance to win tickets to attend unique cinema events from Fathom Events in cities across the United States.

The Summer Event Series Sweepstakes is underway and will run through August. Users can visit their participating local DealChicken Facebook fan page and enter for a chance to win tickets to upcoming Fathom Events this summer. There will be separate entry periods for each event, allowing entrants multiple chances to win tickets. The Summer Event Series will start with [Parent's Night Out with The Happiest Baby & Happiest Toddler](#) which brings Dr. Harvey Karp and his revolutionary parenting techniques to movie theaters nationwide in a live, one-night event on Thursday, June 21 at 7:30 p.m. local time. Sweepstakes entry deadline for the *Parent's Night Out* event is June 10.

"DealChicken offers curated deals to consumers in 60 markets across the country," said Raj Mohan, vice president/general manager, Social Commerce and DealChicken. "With summer quickly approaching, the launch of the National Summer Event Series Sweepstakes with Fathom Events comes at the perfect time for consumers to enter to win access to great entertainment and to receive DealChicken daily deals from their favorite local merchants."

Fathom Events provides exclusive, affordable entertainment events to movie theater audiences across the U.S. through NCM's exclusive [Digital Broadcast Network](#).

"In every market that both Fathom Events and DealChicken serve, there are great performances and events waiting to be discovered — all from the comfort of the local movie theater," said Shelly Maxwell, executive vice president for Fathom Events. "This sweepstakes gives people an opportunity to experience the best Fathom Events has to offer."

Audiences get the best seat in the house for live concerts, world-class opera and other performing arts, sports and unique original programs featuring the biggest names in radio and television. Past events include live broadcasts from New York's Metropolitan Opera, sporting events such as boxing and UFC, as well as world-class Broadway events including "The Phantom of the Opera" and "Love Never Dies."

About National CineMedia (NCM)

[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 Events](#) 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® (49 of the top 50) and includes over 19,000 screens (approximately 17,800 digital). During 2011, over 670 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 167 Designated Market Areas® (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 or www.FathomEvents.com.

About DealChicken

DealChicken is a unique, leading daily deals offering from Gannett that provides consumers with great offers from local merchants in 60 markets across the U.S. DealChicken builds on Gannett's digital strength and unparalleled local market presence, including a powerful network of broadcast, digital, mobile and publishing properties which offer local merchants enhanced marketing power to reach consumers and build long-term relationships. Deal sales and selection are done locally and are geared specifically toward the interests of local area residents. Consumers can download the DealChicken mobile app for free from the App store or Google Play. Consumers who are interested in receiving DealChicken deals, and local merchants who want to partner with DealChicken, should visit dealchicken.com for more information.

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