

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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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>Oddo David J</u>  (Last) (First) (Middle) <u>C/O NATIONAL CINEMEDIA, INC.</u> <u>9100 E. NICHOLS AVE., SUITE 200</u>  (Street) <u>CENTENNIAL CO</u> <u>80112-3405</u>  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/01/2013</u>	3. Issuer Name and Ticker or Trading Symbol <u>National CineMedia, Inc. [ NCMCI ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>VP &amp; Interim Co-CFO (PFO)</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

## Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>8,107<sup>(1)</sup></u>	<u>D</u>	

## Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
<u>Employee stock option (right to buy)</u>	<u>(2)</u>	<u>02/13/2017</u>	<u>Common Stock</u>	<u>3,000</u>	<u>21</u>	<u>D</u>
<u>Employee stock option (right to buy)</u>	<u>(3)</u>	<u>04/29/2018</u>	<u>Common Stock</u>	<u>1,000</u>	<u>19.49</u>	<u>D</u>
<u>Employee stock option (right to buy)</u>	<u>(4)</u>	<u>01/14/2020</u>	<u>Common Stock</u>	<u>3,728</u>	<u>16.97</u>	<u>D</u>
<u>Employee stock option (right to buy)</u>	<u>(5)</u>	<u>01/13/2021</u>	<u>Common Stock</u>	<u>3,673</u>	<u>18.37</u>	<u>D</u>
<u>Employee stock option (right to buy)</u>	<u>(6)</u>	<u>01/12/2022</u>	<u>Common Stock</u>	<u>1,632</u>	<u>13.14</u>	<u>D</u>

## Explanation of Responses:

1. Includes (a) 607 unrestricted shares; (b) 1,224 shares of restricted stock that will vest upon achievement of specified performance targets at the end of a three-year measuring period ending on December 26, 2013; (c) 1,632 shares of restricted stock that will vest upon achievement of specified performance targets at the end of a three-year measuring period ending on January 1, 2014; (d) 816 shares of restricted stock that will vest upon achievement of specified performance targets at the end of a two-year measuring period ending on December 26, 2013; (e) 2,871 shares of restricted stock that will vest upon achievement of specified performance targets at the end of a three-year measuring period ending on December 31, 2015; and (f) 957 shares of restricted stock that vest in three equal annual installments beginning on January 15, 2014.

2. The option vests in five equal annual installments beginning on February 13, 2008.

3. The option vests in five equal annual installments beginning on April 29, 2009.

4. The option vests in three equal annual installments beginning on January 14, 2011.

5. The option vests in three equal annual installments beginning on January 13, 2012.

6. The option vests in three equal annual installments beginning on January 12, 2013.

## Remarks:

/s/ Jennifer A. D'Alessandro, as 03/08/2013  
attorney-in-fact

\*\* 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 5 (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.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Ralph E. Hardy, Maria V. Woods, Mashenka Lundberg, and Jennifer A. D'Alessandro, signing singly, the undersigned's true and lawful attorney-in-fact to:

- (1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of National CineMedia, Inc. (the "Company"), Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended, and the rules thereunder;
- (2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4 and 5 and timely file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and
- (3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 7th day of March, 2013.

/s/ David J. Oddo  
Name: David J. Oddo