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Flixster and NCM Media Networks Form Strategic Alliance to Reach Moviegoers Before, During and After the Movie

Entertainment Industry Leaders to Offer 360-Degree Integrated Advertising Opportunities and Launch Flixster's First-Ever Consumer Campaign, Co-Branded With NCM's FirstLook

SAN FRANCISCO & CENTENNIAL, Colo., Sep 07, 2010 (BUSINESS WIRE) -- Flixster and Rotten Tomatoes, two of the most popular online and mobile movie brands, and NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, today announced a strategic alliance to develop innovative new advertising and marketing initiatives reaching moviegoers beginning in September.

The new alliance combines the reach of the NCM Cinema Network - the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment, Cinemark Holdings Inc., Regal Entertainment Group, and other leading movie theaters across the country - with the popularity and social-media strength of Flixster and Rotten Tomatoes. Together, the two entertainment-industry leaders can offer brands exciting opportunities to build true 360-degree in-theater, online and mobile campaigns to reach moviegoers before, during and after the movie.

"This is an extremely exciting collaboration, combining in-theater, online and mobile platforms that will motivate both online audiences and in-theater audiences around the country," said Ken Venturi, NCM's chief creative officer and executive vice president of interactive media. "We're working with Flixster to develop creative and scalable marketing solutions that will be relevant and engaging to moviegoers."

Flixster and Rotten Tomatoes complement the NCM Interactive Network, the No. 1 online portfolio of sites reaching moviegoers according to comScore. Flixster's websites and mobile apps are together used by more than 35 million moviegoers each month. Every weekend, more than three million moviegoers use Flixster's mobile apps for the iPhone, iPad, BlackBerry and Android-powered devices.

Joe Greenstein, co-founder and CEO of Flixster Inc., said, "Together, Flixster and NCM will reach hundreds of millions of moviegoers in movie theaters, online and across mobile platforms, providing an immersive new way to connect consumers with compelling content and messages."

NCM Media Networks' creative team will also work with Flixster to develop the company's first broad, consumer-focused marketing campaign for Flixster and Rotten Tomatoes, expected to debut in NCM's *First Look* pre-feature program on the big screen in movie theaters around the country this fall. NCM's award-winning in-house agency has created cinema campaigns for more than 3,000 local, regional and national advertisers.

About Flixster

Based in San Francisco, Flixster Inc. operates the world's most popular movie communities, including Flixster.com (www.flixster.com) and RottenTomatoes.com (www.rottentomatoes.com), as well as leading apps on Facebook, MySpace, iGoogle, iPhone, BlackBerry and Android-powered devices. Together, Flixster's communities provide the most comprehensive movie information online - including a database of more than 250,000 movies; 2.3 billion user reviews; 500,000 critic reviews; and more than 20,000 trailers and videos. A privately held company, Flixster also has offices in New York and representatives in Los Angeles and Seattle.

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](#) 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 network covers 172 Designated Market Areas(R) (49 of the top 50) and includes approximately 17,100 screens (15,600 digital). During 2009, over 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The NCM Fathom Events broadcast network is comprised of approximately 550 locations in 154 Designated Market Areas(R) (49 of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing over 40 entertainment-related web sites, online widgets and mobile applications. National

CineMedia, Inc. (NASDAQ: NCMI) owns a 48.0% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

SOURCE: NCM Media Networks

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