



June 29, 2010

## **National CineMedia (NCM) Expands Its Cinema Network in the Midwest with the Addition of Great Escape Theatres**

### ***Affiliate Agreement Includes the Presentation of NCM's FirstLook Cinema Advertising Pre-Feature Program, as well as NCM Fathom Entertainment and Business Events***

CENTENNIAL, Colo. & NEW ALBANY, Ind., Jun 29, 2010 (BUSINESS WIRE) -- National CineMedia (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, has entered into a network affiliate agreement with Great Escape Theatres, an Indiana-based cinema chain, for the presentation of [cinema advertising](#) and NCM Fathom [entertainment](#) and [business](#) events in theaters.

Under the terms of the exclusive multi-year agreement, 26 Great Escape Theatres with 307 screens in Georgia, Illinois, Indiana, Kentucky, Nebraska, Missouri, Ohio, Pennsylvania, South Carolina, Tennessee and West Virginia will join the NCM Cinema Network beginning in September 2010. Focused in mid-sized markets, Great Escape Theatres has an estimated annual attendance of over seven million patrons. In addition to exclusively presenting NCM's **FirstLook** pre-feature program, select Great Escape locations will also present NCM Fathom's [live and pre-recorded in-theater entertainment](#) and [corporate events](#).

"Great Escape Theatres are a great complement to our network, as they provide additional geographic coverage in key Midwestern and Southern markets," said Kurt Hall, NCM's president and chief executive officer. "These new theater additions complement our larger markets and bring significant value to brands and entertainment content providers looking to connect with Great Escape's heartland audiences."

"We chose to work with National CineMedia because they're the leader in the cinema advertising industry," said Anne Ragains, CEO of Great Escape. "The fact that NCM is an integrated media company with multiple platforms like NCM Fathom events and the NCM Interactive Network made good business sense to us. We're excited that our theaters will now be a part of such an innovative network. Coupled with our recent deployment of digital projection and 3-D technology, we have insured that Great Escape Theatres will remain an industry leader in film exhibition."

Great Escape Theatres represents the most recent expansion of the NCM Cinema Network - [the largest digital in-theater video and satellite distribution network in North America](#). NCM currently has exclusive, long-term cinema advertising agreements in place with its founding member exhibitors, AMC Entertainment Inc., Cinemark Holdings Inc. and Regal Entertainment Group, as well as network affiliate pacts with theater circuits such as Carolina Cinemas, Cobb Theatres, Galaxy Theatres, LLC, Georgia Theatre Company, Goodrich Quality Theaters, Hollywood Theaters, Kerasotes ShowPlace Theatres, Metropolitan Theatres, MJR Theatres, Picture Show Theatres, ShowBiz Cinemas, LLC, Starplex Cinemas and Storyteller Theatres Corporation, among others.

### **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 171 Designated Market Areas(R) (49 of the top 50) and includes approximately 17,100 screens (15,500 digital). During 2009, approximately 680 million patrons attended movies shown in theaters currently included in NCM's network (excluding Consolidated Theatres). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing approximately 40 entertainment-related web sites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 38.3% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.fathomevents.com](http://www.fathomevents.com).

### **About Great Escape Theatres**

Great Escape Theatres was formed in 1997 and is based in New Albany, IN. The company currently operates 307 screens at 26 sites in Georgia, Illinois, Indiana, Kentucky, Nebraska, Missouri, Ohio, Pennsylvania, South Carolina, Tennessee and West Virginia. As one of the fastest growing and most successful motion picture exhibitors in the country the corporate philosophy of Great Escape has been simple and effective - build a quality, cost efficient movie theatre in underserved markets and the audience will come. Great Escape has focused on the mid-sized markets with populations from 100,000 to 400,000. For more

information, visit [www.greatescapetheaters.com](http://www.greatescapetheaters.com).

SOURCE: National CineMedia

NCM Media Networks

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