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Dickinson Theatres Joins National CineMedia (NCM)'S Network

Long-Term Affiliate Agreement Includes the Presentation of NCM's FirstLook Cinema Advertising Program and NCM Fathom Events

CENTENNIAL, Colo. & OVERLAND PARK, Kan.--(BUSINESS WIRE)-- National CineMedia (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, has added Dickinson Theatres as a network affiliate.

Under the terms of the exclusive agreement, 16 theaters with 186 screens in Arkansas, Arizona, Kansas, Missouri, Nebraska, Oklahoma, and Texas will join the NCM Cinema Network beginning in December 2011. In addition to exclusively presenting NCM's **FirstLook** pre-feature program, select Dickinson Theatres will also present NCM Fathom's live and pre-recorded Entertainment and Business Events. Dickinson Theatres has an estimated annual attendance of 3.8 million patrons.

"The addition of the Dickinson theater circuit to our cinema media network improves NCM's competitive positioning versus other national advertising networks by extending our national reach and providing better geographic coverage in several smaller and mid-sized markets," said Kurt Hall, NCM's chairman and chief executive officer. Mr. Hall added, "I look forward to building a long-term partnership with the Dickinson management team as we bring their film patrons our high quality **FirstLook** pre-show and help them increase seat utilization through Fathom entertainment programming and corporate events."

"We want to offer the best possible experience to moviegoers who frequent our theaters," said Ron Horton, executive vice president of Dickinson Theatres. "We believe adding NCM's first-rate pre-show program and world-class Fathom events will benefit our customers and contribute to the continued financial health of our locations."

The new affiliate agreement with Dickinson Theatres is 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 founding member exhibitors AMC Entertainment Inc., Cinemark Holdings Inc. and Regal Entertainment Group, totaling approximately 1,175 theaters and 15,300 screens, as well as network affiliate relationships with 24 top regional theater circuits representing approximately 335 theaters and 3,540 screens.

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 advertising network covers 175 Designated Market Areas® (49 of the top 50) and includes over 18,100 screens (16,800 digital). During 2010, over 690 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (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: NCM) owns a 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.nationalcinemedia.com or www.ncm.com.

About Dickinson Theatres

Entertaining audiences in the Midwest for 90 years, Dickinson Theatres continues to provide motion picture excellence with quality presentations and superior customer service. With headquarters in Overland Park, KS, Dickinson Theatres' circuit consists of 224 screens at 20 locations in Arkansas, Arizona, Kansas, Missouri, Nebraska, Oklahoma, and Texas. Dickinson Theatres is dedicated to serving customers as we would our own families — in an environment of trust, innovation and fun. For more information, visit <http://www.dtmovies.com>.

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