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Private Label Radio and National CineMedia Form Alliance to Reinvent the In-Theatre Music Marketing Experience

Exclusive CinemaSounds(TM) audio program promotes new music releases to over 550 million movie patrons across 14,000 screens

LOS ANGELES, Apr 02, 2007 (BUSINESS WIRE) -- Private Label Radio, a division of DMI Music & Media Solutions, specializing in sponsored, customized audio content, has been named the exclusive audio provider to National CineMedia LLC (NCM), the operator of the largest digital in-theatre network in North America. The deal was jointly announced today by Tena Clark, founder and CEO and chief creative officer of DMI, and Cliff Marks, president of sales and marketing for NCM.

Under this agreement, Private Label Radio will broadcast its exclusive CinemaSounds(TM) pre-show audio program in over 14,000 movie theatre auditoriums in the U.S., as well as in many of the lobbies and other common areas of NCM's 1,000 affiliated theatres. Private Label Radio will also produce a music video show for NCM's Lobby Entertainment Network (LEN), which features video content on more than 1,700 video and high-definition plasma screen displays in 670 movie theatre lobbies nationwide. The partnership will provide record labels with a new way to reach an attentive audience of millions of moviegoers, which research has shown are active music consumers, in the theatre environment.

"We're thrilled to be able to provide both recording artists and record labels with an innovative new way to access new listeners and connect with consumers through our partnership with NCM," remarked Clark. "The magnitude of reach is staggering."

Andy French, Private Label Radio's Vice President of Media Services and Label Relations, added, "For eight years, Private Label Radio has provided record labels with unique ways of promoting new releases to audiences. Our partnership with NCM gives us an opportunity to reinvent and augment the in-theatre music marketing experience through in-theatre audio, on-screen slides and lobby video."

"National CineMedia creates a unique experience for entertainment fans to not only enjoy their favorite film on the big screen, but to also discover new music artists or rediscover favorites," said NCM's Marks. "The in-theatre experience provides a terrific alternative and unrivaled opportunity for fans to enjoy music in a new atmosphere."

As the award-winning creators behind the in-flight audio programming for United and TED Airlines and Air Force One, DMI's Private Label Radio division was the first in the airline industry to create a revenue model for United by offering sponsorship opportunities to record labels and brands. Private Label Radio also offers music marketing programs in restaurants (Subway Radio) and in major sports and concert venues around the U.S.

About Private Label Radio

Private Label Radio, a division of DMI Music & Media Solutions in Pasadena, CA, delivers fully-customized music and message programming created specifically to reinforce a brand's identity. Through its proprietary Integrated Content System (ICS), and drawing on its extensive stable of music industry experts and music branding strategists, Private Label Radio develops brand-centric music programming using major and independent label artists. Additionally, Private Label Radio crafts engaging, entertaining, and award-winning content in its own world-class recording studios. The exclusive music, messaging, and crew training can be programmed in virtually any language or genre and is designed to create new revenue streams for its clients through co-op ads, sponsorships, and label partnerships. Executed across multiple channels including in-store, in-venue, in-theatre, and in-flight, Private Label Radio's ICS delivers exact scheduling and messaging by day part which can be targeted nationally, by region or store level, and provides one of the most seamlessly updateable, and upgradeable audio platforms in the industry. www.privatelabelradio.com

About DMI Music & Media Solutions

Celebrating its tenth anniversary this year, DMI Music & Media Solutions develops and executes comprehensive music branding strategies and programs using the emotional power of music, interactive media, and non-traditional distribution channels to connect brands to consumers. DMI works with brands to create their soundDNA(TM)-- the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures. DMI's unique music branding strategies and creative executions-- audio CDs, Enhanced-CDs, CRM, interactive web and mobile initiatives, experiential marketing campaigns, and promotions-- use effective and measurable media and distribution alternatives to create

campaigns that break through to today's media-savvy consumers for clients such as 7UP, AARP, Build-A-Bear Workshop, General Mills, McDonald's, Nestle Purina, Procter & Gamble, Subway, Target, Toyota, United Airlines, and Victoria's Secret.

DMI's six tightly integrated divisions deliver clients the only complete "360-degree" set of music branding capabilities including: music branding strategies (DMI Music Branding Group); in-venue audio and video programming (Private Label Radio); full-service recording and audio post facilities (Firehouse Recording Studios); 25,000-song library of production music for television, film, and commercials (5 Alarm Music); promotional music CDs (Disc Marketing); and an award-winning interactive design studio (Big Rig Interactive). DMI is located in picturesque Old Town Pasadena, where its unique and charming campus resides in the historic 1889 Firehouse and Livery buildings. It also maintains satellite offices in New York and Detroit.
www.dmimusic.com

About National CineMedia

National CineMedia LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group (NYSE: RGC), the three largest movie theatre operators in the U.S., and through multi-year agreements with several other theatre operators. The company produces and distributes its FirstLook pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment content. NCM's national network includes over 14,000 screens of which approximately 12,000 are part of the company's Digital Content Network (DCN). The national DCN is available in 154 Designated Market Areas(R) (49 of the top 50). During 2006, approximately 550 million patrons attended movies shown in theatres owned by NCM's founding members. National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

SOURCE: National CineMedia LLC

National CineMedia
Amy Jane Finnerty, 212-931-8117
Amy.Finnerty@ncm.com
or
DMI Music & Media Solutions
Hayley Sumner, 310-488-9777
HSumner@dmimusic.com

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