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National CineMedia Adds Five New Network Affiliates

ShowPlace ICON, O'Neil Cinemas, Pittsburgh Theatres, Fairchild Cinemas and The Cinema Grill Movie Theaters Will Present NCM's FirstLook Cinema Advertising Program

CENTENNIAL, Colo.--(BUSINESS WIRE)-- National CineMedia (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, has added five new affiliates to its national theater network.

Under the provisions of exclusive long-term agreements with ShowPlace ICON, O'Neil Cinemas, Pittsburgh Theatres, Fairchild Cinemas and The Cinema Grill, 16 multiplex movie theaters with 169 screens and approximately five million annual attendees will join the NCM Cinema Network and exclusively present NCM's *FirstLook* pre-feature program.

The new affiliate agreements add theaters to NCM's network in Colorado (including Denver), Idaho, Illinois (including Chicago), Maryland, Minnesota (including Minneapolis), New Hampshire, Ohio, Pennsylvania and Washington.

"These five high-quality new affiliates strengthen our network coverage in key locations across the country, providing us with improved competitive positioning relative to other national video advertising networks," said Kurt Hall, NCM's chairman and chief executive officer. "These new long-term relationships give us the number one theater in Chicago, while strengthening our geographic coverage in several key states. The addition of regional theater circuits like these is becoming increasingly important as we continue to expand our client base into categories requiring more overall national impression scale and more ubiquitous geographic coverage."

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, the three largest exhibitors in the country totaling approximately 1,150 theaters and 15,250 screens. In addition, NCM has network affiliate relationships with over 30 top regional theater circuits representing approximately 400 theaters and 4,250 screens. With the addition of these new network affiliates, NCM's national cinema network totals approximately 1,550 theaters and approximately 19,500 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 Events](#) 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 183 Designated Market Areas® (49 of the top 50) and includes over 19,300 screens (over 18,400 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 720 locations in 170 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

About ShowPlace ICON

Modern design and delectable dining converge with state-of-the-art cinematic technology make ShowPlace ICON Theatres a feast of the senses. Founded in 1909 with a single storefront nickelodeon, Chicago-based Kerasotes ShowPlace Theatres introduced a "new era of moviegoing" with its ShowPlace ICON Theatres in Chicago and Minneapolis. Managed by third generation family, Tony and Dean Kerasotes, the Company plans to debut ShowPlace ICON Theatres in additional major U.S. markets. www.ShowPlaceICON.com

About O'Neil Cinemas

O'Neil Cinemas is committed to providing customers with the best entertainment experience possible. We take pride in our well located parking lots, spacious and clean interiors, tiered stadium seating, digital sound systems, extra wide seats, cutting-edge gaming areas, high-quality refreshments and state-of-the-art digital projection systems. www.oneilcinemas.com

About Pittsburgh Theatres

<http://www.moviescoop.com>

About Fairchild Cinemas

www.fairchildcinemas.com

About The Cinema Grill

The Cinema Grill in Aurora, Colo., is a unique dining & entertainment experience, combining current feature films, a wide beverage selection including beer, wine and your favorite cocktails, along with a terrific menu. www.cinmagrill.com

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