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National CineMedia (NCM) Adds Digiplex Destinations Theaters to Its Cinema Advertising and Fathom Events Networks

Affiliate Agreement Includes the Presentation of NCM's FirstLook & NCM Fathom Entertainment and Business Events

CENTENNIAL, Colo. & WESTFIELD, N.J.--(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 Digiplex Destinations theaters, a New Jersey-based company dedicated to transforming movie theaters into interactive entertainment centers, for the presentation of [cinema advertising](#) and [events](#).

In addition to exclusively presenting NCM's **FirstLook** pre-feature program, all Digiplex Destinations theaters will also present NCM Fathom Entertainment and [Business](#) Events.

Under the terms of the multi-year agreement, the three existing Digiplex Destinations theaters and nine theaters that are part of a future acquisition plan throughout the Northeast will join the NCM Cinema Network beginning now through September of 2011 — a total of 100 screens. As additional new theaters are acquired by Digiplex, they will also become a part of NCM's national network.

"We're delighted to be partnering with NCM and Fathom to bring our patrons the best available pre-show and world class alternative content," said A. Dale "Bud" Mayo, chairman and CEO of Digital Cinema Destinations Corporation, owner of Digiplex Destinations theaters.

"Bud Mayo has a great history of creating businesses that leverage new digital technologies in the cinema space, and I am excited to have Digiplex join our network," said Kurt Hall, NCM's president and chief executive officer. "The addition of Digiplex Destinations theaters — both existing and new — will give NCM additional presence in the all-important Northeast corridor."

The new affiliate agreement with Digiplex Destinations 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 15,400 screens, as well as network affiliate relationships with 20 top regional theater circuits representing approximately 300 theaters and 3,100 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 170 Designated Market Areas® (49 of the top 50) and includes approximately 17,300 screens (16,000 digital). During 2010, over 675 million patrons attended movies shown in theaters currently included in NCM's network (including Consolidated Theatres, Rave Cinemas and R/C Theatres). The [NCM Fathom Events](#) broadcast network is comprised of over 600 locations in 162 Designated Market Areas® (all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 43 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCM) owns a 48.5% interest in and is the managing member of National CineMedia LLC. For more information, visit www.nationalcinemedia.com or www.ncm.com.

About Digital Cinema Destinations Corporation

Founded in 2010 and headquartered in Westfield, N.J., Digital Cinema Destinations Corporation is dedicated to transforming movie theaters it operates into interactive entertainment centers. Operating under the brand name, "Digiplex Destinations," DCDC will provide consumers with uniquely satisfying experiences, combining the full promise of digital technology with engaging, dynamic content that far transcends traditional cinematic fare. DCDC customers will enjoy live sports events, concerts, conferences, operas, videogames, auctions, fashion shows and, on an ongoing basis, the very best of first-run movies. DCDC is a privately held corporation. For more information, visit www.digiplexdest.com.

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