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Samsung Launches 3D Cinema Advertising Campaign to Highlight World's First 3D LED TV

3D Spot to Premiere Nationwide in NCM's *FirstLook* Pre-Feature Program in Movie Theaters Nationwide on April 2

NEW YORK & CENTENNIAL, Colo., Mar 23, 2010 (BUSINESS WIRE) -- Samsung Electronics America, Inc., a market leader and award-winning innovator in consumer electronics, will be the first electronics company in the U.S. to launch a 3D cinema advertising campaign to highlight the wonder of Samsung's new 3D LED TV.

Global media agency network Starcom MediaVest Group developed the media plan for the new 3D cinema marketing effort on behalf of Samsung, working in collaboration with NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology.

Premiering on April 2, 2010, and running through July, Samsung's new 3D TV cinema campaign will be seen nationwide prior to several highly-anticipated 3D films in select movie theaters in the NCM Cinema Network - the nation's largest digital in-theater network comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group and other leading exhibitors across the U.S.

To showcase Samsung's cutting-edge 3D cinema advertising creative, NCM will integrate unique new 3D elements into its *FirstLook* digital entertainment and advertising pre-feature program to coincide with the campaign launch. Designed with the audience in mind, NCM's *FirstLook* provides a high-quality entertainment experience for patrons and an engaging marketing platform for advertisers.

"We believe that the best way to generate excitement for our cutting-edge 3D TVs is by presenting them in the most engaging 3D environment that exists today - the cinema," said Peggy Ang, vice president of marketing communications at Samsung Electronics America. "Samsung is the leading innovator in 3D TV technology and it is only natural that we be the electronics industry forerunner in 3D advertising as well."

Samsung's new :30 second 3D spot, entitled "Wonder-full," was created by Leo Burnett and an elite production crew, including the Oscar-winning director of photography, Mauro Fiore, to bring the wonder of the 3D experience to life. Asking, "Ever wonder how amazing it would be to experience life in another dimension?" the spot introduces audiences to a new dimension in TV - the Samsung 3D LED TV. The wonder of Samsung is illustrated using the latest 3D digital cinema technology, which has captivated moviegoers across the globe. The 3D cinema spot is part of a new holistic marketing platform, called "Dedicated to Wonder," that speaks to the pride and passion Samsung has in creating moments of Wonder when consumers use Samsung products.

"Samsung has long been an innovator in cinema advertising, so working together with them on the launch of their first 3D campaign was a great opportunity," said Cliff Marks, NCM Media Networks' president of sales and marketing. "While 3D is just the latest arrow in the quiver for marketers to use to engage movie audiences, it will be exciting to see how exceptional brands like Samsung continue to evolve creatively in our larger-than-life medium."

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, digital imaging products, refrigerators and washing machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. Please visit www.samsung.com for more information.

About Starcom MediaVest Group

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group (www.smvgroup.com) encompasses an integrated network of highly specialized consumer contact companies. SMG's global organization includes strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as multicultural, entertainment, gaming, sports, sponsorship, event marketing and media. With nearly 6,200 employees in 110 offices worldwide, SMG delivers brand-building results for many of the world's leading

companies. It is part of Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577).

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 16,800 screens (15,400 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 41.5% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

SOURCE: National CineMedia

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