

NCM's Cinema Network

The Largest Digital In-Theater Network in North America

National CineMedia (NCM)'s cinema network is the largest digital in-theater network in North America. It allows for the targeted distribution of [cinema advertising](#) to AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group and over 40 other leading regional movie theater circuit affiliates nationwide.

NCM Cinema Network Statistics*

- Over 1,500 theaters
- Over 20,000 movie screens
- Over 8,400 3-D movie screens in over 1,400 theaters nationwide
- 3 million+ seats
- Reaches over 710 million moviegoers annually
- 49 of the top 50 U.S. markets
- 183 U.S. Designated Market Areas®
- 48 states and the District of Columbia
- Over 3,000 Lobby Entertainment Network (LEN) screens in over 1,400 theaters



Movie Theaters

- **NCM Founding Member Theater Circuits:** AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group.
- **NCM Affiliate Theater Circuits:** Atrium Stadium Cinemas, Aurora Cinema Grill, Carousel Cinemas, Celebration! Cinemas, Cinema Centers, Cinema Latino, Cobb Theatres, Coming Attractions Theatres, Inc., Dickinson Theatres, DigiPLEX Destinations, Fairchild Cinemas, Far Away Entertainment, Fox Theatres, Galaxy Theatres, LLC, Georgia Theatre Company, Goodrich Quality Theaters, High Sierra Theatres, Kerasotes ICON Theatres, King Theatres, L.A. LIVE, Marquee Cinemas, Metropolitan Theatres, MJR Theatres, Moviehouse & Eatery, Movie Tavern, Odyssey Entertainment, Inc., O'Neil Cinemas, WPA Theatres, Picture Show Theatres, R/C Theatres, ShowBiz Cinemas, LLC, Southeast Cinemas, Star Cinema Grill, Starplex Cinemas, Texas Cinemas, Theatres at Mall of America, United Entertainment Corp., VSS-Southern Theatres, WME Theatres and Xscape Theatres.

Technology

Through the use of NCM's proprietary Digital Content Network (DCN) and digital multicast technologies, NCM is able to automatically schedule, deliver, play, and reconcile advertising and entertainment content on a national, regional, local, theater and auditorium level.

Located in NCM's headquarters in Centennial, CO, the DCN Network Operations Center (NOC) operates 24 hours a day, seven days a week to proactively monitor and manage approximately 503,000 alarm points and approximately 78,900 hardware devices in movie theaters throughout the country. The networking technology behind the DCN is designed to accommodate today's state-of-the-art digital projectors.

About National CineMedia (NCM)

National CineMedia (NCM) operates NCM Media Networks, the #1 weekend network in America and the largest cinema advertising network reaching moviegoers on-screen, on-site, online and on mobile devices. NCM offers captivating entertainment content, national reach and unparalleled audience engagement across its digital in-theater network of over 20,000 screens (100% percent digital) in over 1,500 theaters in 183 Designated Market Areas® (49 of the top 50). During 2013, over 710 million moviegoers attended theaters that exclusively present NCM's *FirstLook* pre-show program, including AMC Entertainment Inc. (NYSE: AMC), Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC), and 40 other leading regional theater circuit affiliates. National CineMedia, Inc. (NASDAQ: NCMI) owns a 45.8% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

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*As of Sept. 25, 2014. All figures are approximate and subject to change.