

NCM's Cinema Advertising Network

The Largest Digital In-Theater Network in North America

National CineMedia (NCM)'s network is the largest digital in-theater network in North America. It allows for the targeted distribution of NCM's *FirstLook* pre-show to over 45 leading national and regional theater circuit affiliates including AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group nationwide.

NCM Network Statistics

- Over 1,600 theaters
- Over 20,500 movie screens
- Over 8,500 3-D movie screens in nearly 1,500 theaters
- 3 million+ seats
- Reaches over 710 million moviegoers annually
- All of the top 50 U.S. markets
- 187 U.S. Designated Market Areas®
- 48 states and the District of Columbia
- Over 3,000 Lobby Entertainment Network (LEN) screens in nearly 1,500 theaters

Movie Theaters

- **NCM Founding Member Theater Circuits:** AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group.
- **NCM Affiliate Theater Circuits** include: Atrium Stadium Cinemas, select B&B Theatres, Bow Tie Cinemas, Cinergy Entertainment Group, Inc., Cinetopia, Cobb Theatres, Coming Attractions Theatres, Inc., 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, Celebration! Cinemas/Loeks, Main Street Theatre, Marquee Cinemas, MCIC / Linway Cinema, Megaplex Theatres, Metropolitan Theatres, MJR Digital Cinemas, Moviehouse & Eatery, Odyssey Entertainment, Inc., O'Neil Cinemas, Picture Show Theatres, R/C Theatres, Rosecrest Entertainment, Santikos Theatres, ShowBiz Cinemas, LLC, Sonora Entertainment Group/Cinema Latino, Southeast Cinemas, Star Cinema Grill, Texas Cinemas, United Entertainment Corp., VSS-Southern Theatres/Movie Tavern, Warren Theatres, WME Theatres, WPA / Goldenstar Theatres and Xscape Theatres/Alliance Management.

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 670,000 alarm points and approximately 108,000 hardware devices in movie theaters throughout the country. Our NOC interfaces with our satellite provider network to dynamically control the quality, placement, timing of playback and completeness of content within specific auditoriums, and it allows us to monitor and initiate repairs to the equipment in our digital network of theaters.

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial weekend network in the U.S., NCM is the connector between brands and movie audiences. More than 710 million moviegoers annually attend

theaters that are currently under contract to present NCM's *FirstLook* pre-show in over 45 leading national and regional theater circuit affiliates including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE: RGC). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 20,500 screens in over 1,600 theaters in 187 Designated Market Areas® (all of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 39.3% interest in, and is the managing member of National CineMedia, LLC. For more information, visit www.ncm.com.

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