

**PRESS RELEASE**

## **NCM Appointed as Official Representatives of Lions Festivals in USA**

*11 January 2016* – Lions Festivals have announced that America’s largest cinema advertising network, National CineMedia (NCM), has been appointed as the official representatives in the USA.

Philip Thomas, CEO, Lions Festivals, said, “We have a network of representatives in 90 countries and as a global Festival the role that these representatives play within their own markets is essential to the whole creative community. We’re delighted to be able to welcome NCM to that team. Their knowledge and expertise, along with a passion for and understanding of what we do is second to none.”

As America’s Movie Network, NCM helps brands get in front of the movies that shape the national conversation. More than 700 million moviegoers annually enjoy NCM’s *FirstLook* pre-show, which showcases premium video content and advertising creative on 20,050 movie screens in 1,600 theaters in 187 Designated Market Areas® in the U.S. NCM Digital goes beyond the big screen, extending in-theater advertising campaigns into online and mobile marketing programs to reach entertainment audiences.

Cliff Marks, president of sales and marketing with NCM, said, “Some of the best creativity, innovation and storytelling in the world can be found on the big screen, and NCM as a company has always been dedicated to featuring the best of advertising alongside the best of Hollywood. As a leader in today’s evolving video media landscape, we are thrilled to have this chance to work with America’s creative community to help bring their work to the global stage of the Lions Festivals.”

NCM takes over from USA TODAY, which has represented Lions Festivals for more than 10 years. Thomas said that he was incredibly grateful to USA TODAY for their loyalty and commitment, adding that they had been “instrumental in increasing awareness and participation from the USA as well as supporting and developing young creative talent in the region.”

NCM will take responsibility for the Young Lions Competitions, holding regional competitions to find the winning teams that will compete at Cannes Lions, as well as managing the jury nominations from the USA. Susan Lilley, who had served as Cannes Festival Manager for USA TODAY previously, will be joining NCM as Director, Cannes Partnership, based in its New York office. Susan can be contacted at [Susan.Lilley@ncm.com](mailto:Susan.Lilley@ncm.com) for 2016 information on Young Lions competitions, delegate registrations and entries. Going forward, details on Cannes Lions initiatives in the USA can be found at <http://canneslions.ncm.com>.

Cannes Lions is the world's leading celebration of creativity in communications and representatives act on behalf of the Festival in their respective countries, championing creativity by supporting creative agencies and clients to participate and succeed at the Festival. Further information can be found at [www.canneslions.com](http://www.canneslions.com).

## ENDS

### 63<sup>rd</sup> Cannes Lions International Festival of Creativity, 18-25 June 2016, Cannes, France

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications and encompasses Lions Health, Lions Innovation and Lions Entertainment. Founded in 1954, the Festival takes place every June in Cannes, France.

As the most prestigious international annual advertising and communications awards, over 40,000 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Film, Print, Outdoor, Interactive, Radio, Design, Product Design, Promo & Activation, Film Craft, Mobile and Integrated advertising, as well as the best Media, Direct, PR, Integrated, Creative Effectiveness, Creative Data, Innovation, Entertainment and Music ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. More than 15,000 delegates from 95 countries attend a week-long programme of exhibitions, screenings and talks by worldwide thought leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communications.

#### Lions Festivals

Lions Festivals is the organiser of Cannes Lions International Festival of Creativity, Lions Health, Lions Innovation, Lions Entertainment and eurobest, as well as co-organisers, with its joint venture partners, of Dubai Lynx International Festival of Creativity, Spikes Asia Festival of Creativity, and the Asian Marketing Effectiveness & Strategy Awards. [www.lionsfestivals.com](http://www.lionsfestivals.com)

Lions Festivals is powered by Ascential.

#### Key Dates:

Delegate registration opens: 14 January 2016

Entries open: 21 January 2016

Entries Deadline: 31 March 2016

63<sup>rd</sup> Cannes Lions International Festival of Creativity: 18-25 June 2016, Palais des Festivals, Cannes, France

Lions Health 18-19 June

Lions Innovation 21-22 June

Lions Entertainment 23-24 June

#### National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 weekend network in the U.S., NCM helps brands get in front of the movies that shape the national conversation. More than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's *FirstLook* pre-show in over 40 leading national and regional theater circuits 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 approximately 20,050 screens in approximately 1,600 theaters in 187 Designated Market Areas® (49 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 44% interest in, and is the managing member of National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

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