REACTRIX, COMING TO A THEATRE NEAR YOU! LEADING DIGITAL OUT-OF-HOME MEDIA NETWORK ENTERS INTO EXCLUSIVE RELATIONSHIP WITH NATIONAL CINEMEDIA

Reactrix' STEPscape™ and WAVEScape™ Interactive Advertising Network to begin Pilot Program with National CineMedia in Select Movie Theatre Lobbies Across the U.S.

Redwood City, Calif. and Centennial, CO - March 10, 2008 - Reactrix Systems, Inc., a leading interactive out-of-home media company, today announced it has entered into an relationship with cinema advertising leader National CineMedia (NCM), making Reactrix the exclusive provider of gesture-based interactive media and technology for NCM's movie theatre lobby advertising initiatives. The new relationship provides for a pilot program and deployment of Reactrix’ proprietary STEPscape™ interactive floor and WAVEScape™ flat panel advertising technology in select National CineMedia affiliated theatre lobbies across the country.

Through the new deal, NCM will have full sales responsibility and operating control of its Reactrix STEPscape™ systems in theatres, marking the first time Reactrix has allowed a partner in the U.S. to deploy its floor technology as an independent advertising network.

Through its FirstLook pre-feature program, Lobby Entertainment Network (LEN) and other promotional products, National CineMedia provides advertisers with bundled offerings of on-screen and lobby marketing products that provide multiple ways to interact with theatre patrons. National CineMedia operates the largest digital in-theatre network in North America, the Digital Content Network (DCN)SM, which allows for the targeted distribution of advertising and content to specified auditoriums and lobby areas within its network of more than 1,200
AMC Entertainment Inc., Cinemark USA, Inc., Regal Entertainment Group and other network affiliate movie theatres, including over 13,200 digital screens nationally. Beginning later in 2008, Loews theatres will also become part of the NCM network bringing its reach to approximately 16,500 screens nationwide.

“The movie theatre environment is very engaging and enables brands to have a direct one-on-one relationship with the customer. Adding the Reactrix STEPscape™ technology, which is fun and appeals to the entire family, helps to create a 360 degree immersive and engaging marketing opportunity for brands, so it truly makes sense to add it to our lobbies,” said Cliff Marks, president of sales and chief marketing officer of National CineMedia. “Reactrix allows theatre patrons to actively interact and have an entertaining experience with brands in our lobbies, while offering incredible recall and brand impact.”

Reactrix’ partnership agreement deal with NCM comes on the heels of the release of an exciting study with Arbitron that proves that Reactrix can now measure and quantify how and at what point consumers choose to ‘opt in’ and engage with their STEPscape™ Media Network. This study is revolutionary because unlike the generalized and often unreliable ways in which television, the web and the print industries report and measure media consumption, it focused on the ‘eyes-on’ numbers of consumers, allowing Reactrix to have the ability to tell their clients actual measurements for how many people put their eyes on their advertising message, what percentage of the audience engaged in that message, what percentage got on the STEPscape™ interactive display and for how long they did so. These unique metrics, that the Traffic Audit Bureau has claimed is integral to the future of advertising, not only can help brands find new and effective ways to engage consumers in a marketplace fraught by fragmentation but, showcases how Reactrix’ ability to tap into real consumer engagement makes it a key part of the media mix of leading brands such as AT&T, Xbox, Hilton Hotels, Subway, Mars, RIM, Wachovia, General Mills, eBay, THQ, T-Mobile, Sony Pictures, Paramount Pictures, Universal Studios and New Line Cinema. The new relationship with NCM is expected to greatly expand Reactrix’ reach beyond the current theatres that compose part of its 186 location-based network.

“As theatre owners continue to want to provide a full-scale, unparalleled entertainment experience, partnering with Reactrix can help further that goal,” said Sue Danaher, president, Reactrix Systems Inc. “Our recent Arbitron study proves that Reactrix’ STEPscape™
displays actually engage consumers with interactive branded entertainment for as much as 10 minutes. This is unheard ‘opt-in’ advertising engagement in the industry and will certainly enhance the movie-going experience for NCM patrons.”

About Reactrix
Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining displays that respond to the physical movements of the audience and was created in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction with current media today. The Reactrix STEPscape™ Media Network delivers millions of impressions monthly in more than 186 malls and movie theatres in the top 30 DMA’s. Reactrix WAVEscape™ is the newest product delivering “Wii-like” functionality in a digital signage experience. Reactrix “A-list” advertisers span a diverse range of leading brands including Coca-Cola, Sony Pictures, Subway, Mars, Hilton Hotels, AT&T, Xbox, RIM, T-Mobile, Wachovia, Universal Studios, Visa, Paramount Pictures, New Line Cinema and eBay among many others.

About National CineMedia (NCM)
National CineMedia (NCM) LLC operates the largest digital in-theatre network in North America through long-term agreements with its founding members, AMC Entertainment Inc., Cinemark USA Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), the three largest theatre operators in the U.S., and through multi-year agreements with several other theatre operators. NCM LLC produces and distributes its FirstLook pre feature program; cinema and lobby advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC’s national network includes over 15,250 screens of which over 13,200 are part of the company’s Digital Content Network (DCN). NCM LLC’s DCN covers 169 Designated Market Areas® (49 of the top 50). During 2007, approximately 542 million patrons attended movies shown in theatres owned by the NCM LLC founding members (excluding Loews). National CineMedia, Inc. (NASDAQ: NCMI) owns a 44.8% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

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