



# National CineMedia (NCM) & NCM Media Networks

## Background

### OVERVIEW

National CineMedia (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® (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.

### NCM MEDIA NETWORKS INCLUDE:

- **NCM Cinema Network:**  
Targeted national cinema network including **FirstLook** – a digital entertainment and advertising pre-feature program showcasing content from *A&E Television Networks*, *NBC Universal*, *Sony Pictures Entertainment*, *Turner Broadcasting System*, *Walt Disney Studios Motion Pictures* and *Warner Bros.* – the Lobby Entertainment Network (LEN) and Lobby Promotions in movie theaters across the U.S.
- **NCM Fathom:**
  - **NCM Fathom Entertainment:**  
Live and pre-recorded music events, sporting events, and other entertainment programming in movie theaters.
  - **NCM Fathom Business Events:**  
Specializing in delivering high impact, cost effective big-screen presentations in movie theater environments, NCM Fathom provides centralized event management and facilitates live and pre-recorded networked and single-site corporate events and contemporary worship services.
- **NCM Interactive Network:**  
The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema. The NCM Online Network encompasses approximately 40 entertainment-related web sites and online widgets including NCM.com – an entertainment destination and social media gateway. The NCM Mobile Network includes creative mobile applications that feature unique ways for audiences to interact with and share entertainment content.

### NATIONAL THEATER NETWORK:\*

- **Approximately 1,400 theaters**
- **Approximately 16,800 screens**
- **Approximately 680 million pro forma attendance**
- **49 of the top 50 U.S. markets**
- **171 U.S. Designated Market Areas®**
- **47 states and the District of Columbia**

(continued)

**Digital Content Network (DCN):**

- NCM's digital content network (DCN) is the largest state-of-the-art, proprietary digital in-theater network in North America
- NCM's DCN delivers advertising and events nationally to approximately 15,400\* screens
- 3 million+ seats
- 49 of the top 50 U.S. markets
- Over 2,600 Lobby Entertainment Network (LEN) screens in more than 1,190 theaters

**HEADQUARTERS**

9110 E. Nichols Avenue, Suite 200  
Centennial, CO 80112-3405

**NATIONAL SALES OFFICES**

- New York, NY
- Chicago, IL
- Los Angeles, CA

*Additional local/regional representatives throughout the U.S.*

**MANAGEMENT**

- **Kurt C. Hall**, president, chief executive officer and chairman
- **Clifford E. Marks**, president of sales and marketing
- **Gary W. Ferrera**, executive vice president and chief financial officer
- **Ralph E. Hardy**, executive vice president and general counsel
- **Earl B. Weihe**, executive vice president and chief operations officer

For additional information, please visit [www.ncm.com](http://www.ncm.com) or [www.nationalcinemedia.com](http://www.nationalcinemedia.com).

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\* As of December 31, 2009. All figures are approximate and subject to change.