



NCM Fathom Business Events

www.NCMFathom.com

Facilitating Live and Pre-Recorded Networked and Single-Site Meetings and Corporate Events in Movie Theaters

Specializing in delivering high impact, cost effective big-screen presentations in movie theater environments, NCM Fathom business events* provide comprehensive meeting and event services in approximately 1,400 AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group and other network affiliate movie theaters nationwide.

From a single-site meeting to a networked multi-site event that encompasses hundreds of locations, NCM Fathom provides centralized event management including booking, event coordination and execution, technical support, promotional tools, advanced audio/visual technologies, and catering services. Events are typically scheduled from Monday through Thursday during off-peak hours while theater attendance for movies is traditionally low.



Movie theaters are inventive venues that offer many advantages over traditional event meeting spaces. The big screens, stadium seating, and high-resolution digital projection/audio can greatly enhance the educational and entertainment value of a presentation. NCM Fathom provides a single point of contact and standardized pricing for national event booking and coordination, plus the ability to utilize the digital distribution and projection technology of National CineMedia's digital content network (DCN), the largest digital in-theater network in North America. All event content broadcast over the DCN is encrypted to protect against piracy, and NCM's technology gives NCM Fathom clients the ability to host events such as live satellite broadcasts and Q&A sessions, pre-recorded satellite multicasts and multi-site road shows in standard or high definition.

NCM Fathom offers movie theaters for a variety of meetings and event types, including client/employee appreciation events, company meetings, product launches, lead-generation events, seminars, training events, and contemporary religious worship services, among others. Clients range from large corporations to local businesses, including leading organizations such as Microsoft Corporation, Bayer HealthCare, Burger King Corporation, Juniper Networks and Papa John's International, Inc.

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About National CineMedia (NCM)

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. For more information, visit www.ncm.com or www.NCMFathom.com.

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* Formerly known as National CineMedia's CineMeetings & Events