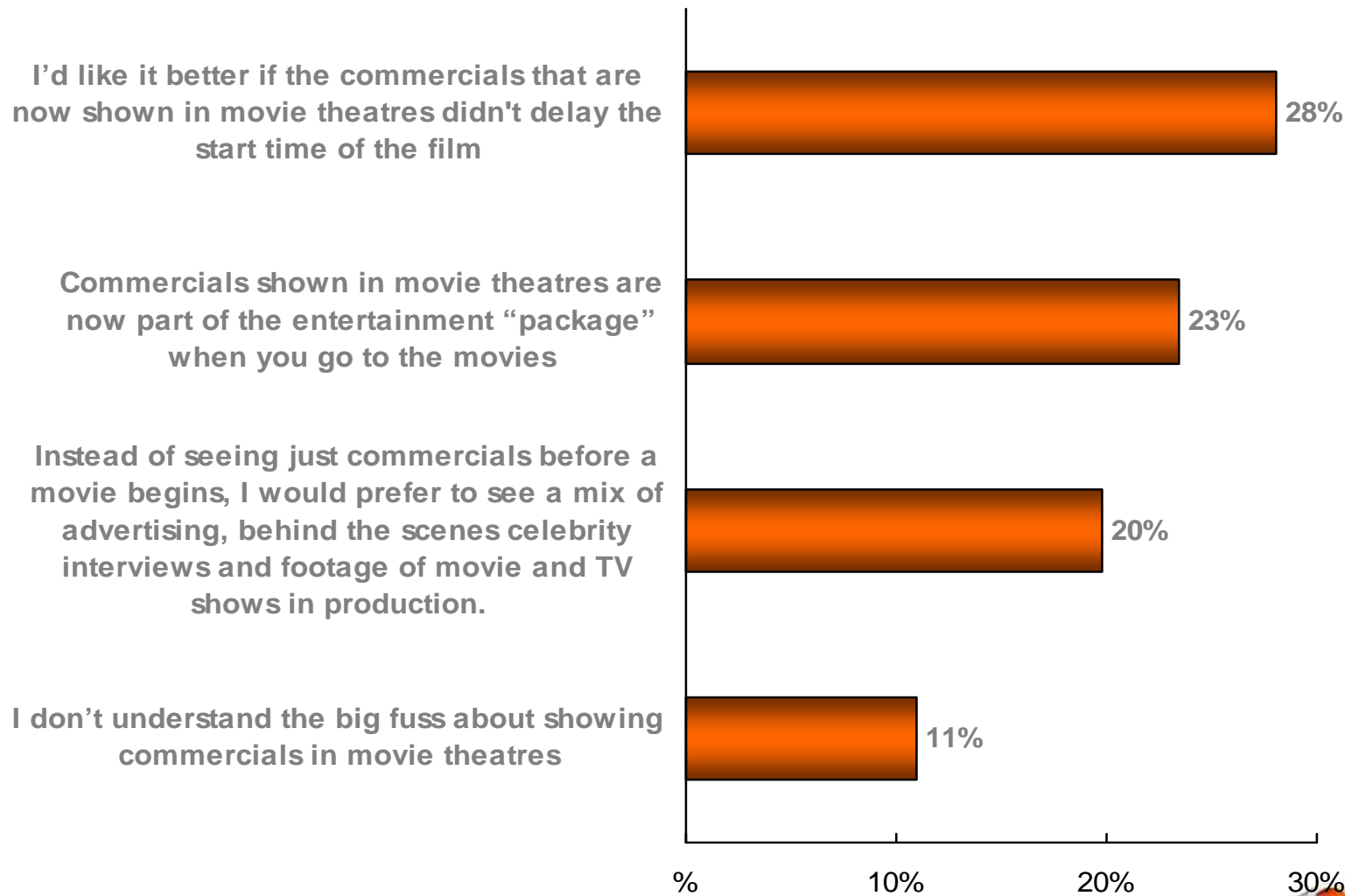


PATRONS REACT TO CINEMA ADVERTISING



NCM PATRONS COMMENT ON THE PRE-SHOW

SOME VERBATIM COMMENTS

"It's a lot more entertaining than a slide show because there's action and more information than just a boring slide show."

"Much better than more boring forms of ads"

"I think it is a good thing to have for those who go to the movies early."

"I'd rather see something than just a black screen."

"With just the slide show, it seems like forever for 20 minutes. In that (The 2wenty), it seems real fast. It doesn't seem like you're waiting for the movie."

"In that (The 2wenty), you were able to get a broad spectrum of different forms of entertainment. It informed me of different types of entertainment options out there."

