



National CineMedia, LLC *Background*

OVERVIEW

National CineMedia, LLC is a venture of AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group (NYSE: RGC), three of the world's leading theatrical exhibition companies. The company develops pre feature entertainment; cinema and lobby advertising products; comprehensive meeting and event services; and alternative forms of entertainment content for approximately 13,000 screens operated by its owner theatre circuits and other theatre affiliates. National CineMedia distributes its products and services across its Digital Content Network (DCN), the world's largest in-theatre digital distribution network. Once installation of its DCN technology is completed in Cinemark theatres, National CineMedia's network will comprise approximately 11,000 digital North American theatre screens in 150 markets (49 of the top 50), reaching 525 million movie patrons annually.

SERVICES:

- **IN-THEATRE ADVERTISING AND PROMOTION:**
FirstLook, the first and only national digital pre-show entertainment program featuring content from *Universal Pictures, Sony Entertainment, Twentieth Century Fox, NBC* and *Turner Broadcasting*, in movie theatres across the U.S.
- **DIGITAL CONTENT NETWORK (“DCN”) SM:**
State-of-the-art, High Definition Digital Content Network (DCN), delivering advertising and entertainment content nationally to approximately 10,000 screens. By mid-2006, the DCN will reach 11,000 screens nationwide.
- **CINEMEETINGS & EVENTS:**
Centralized national meetings and events management, specializing in high-impact, big-screen presentations in a theatre environment on a network (using the “DCN”) or non-network (single site) basis.
- **BIG SCREEN CONCERTS, and other DIGITAL PROGRAMMING EVENTS:**
Multicasts of concerts, educational, sports, film, DVD premiere and other entertainment events as marketing and promotional platforms for a variety of industries.

NATIONAL THEATRE NETWORK:

- **Over 13,000 screens**
- **1,100 theatres**
- **49 of the top 50 U.S. markets**
- **149 U.S. markets overall**
- **43 states**
- **50 of the top 100 grossing U.S. theatres are included in the NCM network**
- **45% of U.S. box office share**

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DCN:

- **Connects approximately 850 theatres nationally**
- **Over 11,000 screens**
- **2 million+ seats**
- **49 of the top 50 U.S. markets**
- **79 of the top 100 U.S. markets**
- **1,800 42" high-resolution in-lobby plasma screens**

HEADQUARTERS

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

REGIONAL OFFICES

- **New York, NY**
- **Chicago, IL**
- **Detroit, MI**
- **Los Angeles, CA**

Additional local/regional representatives throughout the U.S.

MANAGEMENT

- **Kurt Hall, Chief Executive Officer**
- **Cliff Marks, President, Marketing and Sales**
- **Dave Kupiec, Executive Vice President, Marketing and Sales**
- **Tom Galley, Chief Operations and Technology Officer**
- **Cory Mitchell, Executive Vice President, Business Development**
- **Gene Hardy, Executive Vice President, General Counsel**
- **Gary Ferrera, Chief Financial Officer**

For additional information, go to www.nationalcinemedia.com (www.ncm.com),
www.cinemeetings.com, www.bigscreenconcerts.com and www.bigscreenboxoffice.com.

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MEDIA CONTACTS:

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