



**WALT DISNEY STUDIOS HOME ENTERTAINMENT
AND NATIONAL CINEMEDIA FORM MULTI-YEAR AGREEMENT
TO PROVIDE CONTENT AND ADVERTISING
FOR *FirstLook* PRE-FEATURE PROGRAM**

**New Marketing Alliance to Showcase Disney Branded Entertainment and
Products in AMC, Cinemark, Regal Entertainment Group and other
National CineMedia Affiliate Movie Theatres Nationwide**

Centennial, CO and Los Angeles, CA – (February 20, 2008) –Walt Disney Studios Home Entertainment, a division of The Walt Disney Studios, and National CineMedia (NCM) have entered into a new marketing agreement to provide pre-feature entertainment content and advertising in movie theatres nationwide. Through the new arrangement, original content for NCM's ***FirstLook*** pre-feature program will give audiences attending G and PG-rated movies an exciting behind-the-scenes look at upcoming home entertainment and other Disney products.

Delivered through NCM's Digital Content Network (DCN) – the largest digital in-theatre network in North America – ***FirstLook*** is currently seen on over 13,400 screens in AMC Entertainment Inc., Cinemark USA, Inc. (NYSE: CNK), Georgia Theatre Company, Goodrich Quality Theaters, Kerasotes ShowPlace Theatres, Regal Entertainment Group (NYSE:RGC) and other network affiliate movie theatres nationwide. Beginning later in 2008, ***FirstLook*** will also become available in participating Loews Theatres nationwide. NCM's DCN reaches movie screens in 164 markets throughout the U.S., including many of the highest grossing theatres in 49 of the top 50 Designated Market Areas®.

“NCM's ***FirstLook*** program gives us an opportunity to showcase Disney Home Entertainment content to families in the perfect entertainment environment,” said Bob Chapek, president, Walt Disney Studios Home Entertainment. “Joining the line-up of quality content partners NCM has developed, and being able to feature our Disney home entertainment in a relevant way, can only contribute positively to the movie going experience.”

“The Disney brand is synonymous with first-class family entertainment and we couldn't be happier about G and PG film audiences getting a ***FirstLook*** at the newest offerings from this legendary studio,” said Cliff Marks, president of sales and chief marketing officer, National CineMedia. “The content Disney plans to present in our pre show program, featuring some of the most beloved and popular characters in the entertainment industry, will undoubtedly be well-received by moviegoers of all ages and

is consistent with our desire to entertain our patrons with world-class content prior to their movie experience.”

Walt Disney Studios joins NCM's existing **FirstLook** content partners A&E Television Networks, Discovery Communications, NBC, Sony Pictures Entertainment, Turner Broadcasting System, Universal Studios and Warner Bros. in providing a high-quality entertainment experience for patrons. Designed with the audience in mind, **FirstLook** is presented for early-arriving moviegoers and ends approximately at the advertised movie show time (when the film trailers begin). **FirstLook's** entertainment content segments are rotated between theatres every two weeks to help ensure that frequent moviegoers are entertained by fresh content.

About The Walt Disney Studios

The Walt Disney Studios is a unit of The Walt Disney Company (NYSE: DIS) and produces and distributes motion pictures under the following banners: Walt Disney Pictures, Walt Disney Animation, Disney-Pixar Animation as well as Touchstone Pictures, Hollywood Pictures and Miramax Films. Walt Disney Studios Motion Pictures International serves as the Studio's international distribution arm. Walt Disney Studios Home Entertainment distributes Disney and other film titles to the rental and sell-through home entertainment markets. Disney Theatrical Group is among the world's most successful commercial theatre enterprises producing or licensing live entertainment events that reach a global annual audience of more than 20 million people in more than 40 countries, and the Disney Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

About National CineMedia, Inc.

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 15,000 screens of which over 13,400 are part of the company's Digital Content Network (DCN). NCM LLC's DCN covers 164 Designated Market Areas® (49 of the top 50). During 2006 and the nine months ended September 27, 2007, approximately 550 million and 423 million patrons, respectively, 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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