



NATIONAL CINEMEDIA AND COBB THEATRES ENTER INTO AFFILIATE AGREEMENT TO PRESENT NCM FATHOM ALTERNATIVE EVENTS

***Variety of NCM Fathom Events, including the Met Live in HD Series,
Presented in Select Florida and Alabama Cobb Theatres***

Centennial, Colo. and Birmingham, Ala. (January 21, 2009) – National CineMedia LLC (NCM), has entered into a network affiliate agreement with Cobb Theatres for the presentation of live and pre-recorded in-theatre events presented by NCM's Fathom division. Under the terms of the new agreement, NCM has expanded its Digital Broadcast Network – the largest high-definition digital in-theatre live network in North America – to include nine initial Cobb theatre locations in Miami, Palm Beach, Lakeland, Merritt Island and Wesley Chapel, Fla. as well as Gulf Shores and Tuscaloosa, Ala.

With the addition of the Cobb theatres and theatres from NCM's founding member exhibitors, AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), as well as network affiliate theatres, NCM's Digital Broadcast Network now includes more than 465 theatres.

Through special satellite-based high-definition projection and encryption systems, NCM's Digital Broadcast Network distributes live and pre-recorded Fathom events in markets across the United States, including "Orfeo ed Euridice" on Jan. 24th, the seventh opera in a series of 11 in the critically-acclaimed ***The Metropolitan Opera: Live in High Definition*** series. Additional upcoming Fathom events at select Cobb theatres include ***Sword of the Stranger*** on Feb. 5th and ***A Powerful Noise*** on March 5th. Tickets for all

Fathom events may be purchased at participating theatre box offices or online at www.FathomEvents.com.

“Cobb Theatres is proud to join NCM as a Fathom network affiliate and we look forward to the opportunity to provide our customers a wide range of alternative content including music, sports and other unique entertainment presentations ,” said Jeremy Welman, COO of Cobb Theatres.

Since 2002, NCM Fathom has presented a variety of entertainment events in movie theatres nationwide using its proprietary Digital Broadcast Network including live, high-definition performances of The Metropolitan Opera; special presentations including Glenn Beck's “The Christmas Sweater,” “I.O.U.S.A. Live with Warren Buffett, Pete Peterson & Dave Walker” and “Spirit of the Marathon;” and numerous concert events featuring popular artists such as Queen, Garth Brooks, Celine Dion and Linkin Park, among others.

“We're very pleased to add Cobb Theatres to our list of special event venues nationwide and bring one-of-a-kind content to Cobb theatre patrons,” said Shelly Maxwell, senior vice president of program development and business operations. “NCM continues to expand our Digital Broadcast Network with committed affiliates like Cobb theatres that support bringing high quality arts and entertainment events to consumers who may not otherwise be able to attend such performances.”

About National CineMedia

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 Holdings 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, lobby and online advertising products; comprehensive meeting and event services and other entertainment programming content. NCM LLC's national network includes over 17,000 screens of which approximately 15,000 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 176 Designated Market Areas® (49 of the top 50). During 2007, approximately 689 million patrons attended movies shown in theatres currently included in the network (excluding Consolidated Theatres and Star Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 42.3% interest in and is the managing member of NCM LLC. To learn more about National CineMedia Inc., visit the company's website at www.ncm.com.

About Cobb Theatres

Cobb Theatres is a progressive motion picture exhibition company based in Birmingham, Ala. Cobb Theatres currently owns & operates 187 screens at 13 locations in the Southeastern United States. For more information please visit: www.cobbtheatres.com.

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