

National CineMedia (NCM) Expands Its National Theater Network with Three Cinema Advertising Affiliates - Cobb Theatres, Galaxy Theatres, LLC and Storyteller Theatres Corporation

Thu Oct 29, 2009 2:08pm EDT

CENTENNIAL, Colo.--(Business Wire)--

National CineMedia LLC (NCM) has entered into network affiliate advertising agreements with Cobb Theatres, Galaxy Theatres, LLC and Storyteller Theatres Corporation for the presentation of pre-show advertising. Under the terms of the exclusive multi-year agreements, select Cobb, Galaxy and Storyteller movie theaters in eight states including Alabama, Arizona, Colorado, Florida, Nevada, New Mexico, Texas, and Wyoming will exclusively present NCM's pre-feature cinema advertising program, FirstLook.

The cinema advertising affiliate agreement with Cobb Theatres represents an extension of the movie theater chain's current relationship with NCM as a network affiliate for NCM Fathom entertainment events. Cobb has been presenting NCM Fathom's live and pre-recorded in-theater events including the critically acclaimed opera series The Met: Live in HD since January of 2009. The new cinema advertising affiliate agreements with Galaxy Theatres, LLC and Storyteller Theatres Corporation are also effective immediately.

These three exhibitors represent the most recent expansion of the NCM cinema network, which is the largest digital in-theater video and satellite distribution network in North America. Cobb Theatres, Galaxy Theatres, LLC and Storyteller Theatres Corporation currently operate a combined 23 theaters and 268 screens. The three theater circuits together represent an additional 9.1 million attendees for NCM.

"The additions of these theater circuits furthers our strategic goal of building a national digital theater network that can compete more effectively with existing national media networks," said Kurt Hall, NCM's president and chief executive officer. "In particular, Cobb, Galaxy and Storyteller have improved our coverage in key markets, allowing us to better compete for the advertising budgets of clients who require more ubiquitous reach."

NCM currently has exclusive, long-term cinema advertising agreements in place with its founding member exhibitors, AMC Entertainment Inc., Cinemark Holdings Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC), as well as network affiliate pacts with theater circuits such as Carolina Cinemas, Cobb Theatres, Georgia Theatre Company, Goodrich Quality Theaters, Hollywood Theaters, Kerasotes ShowPlace Theatres, MJR Theatres, Picture Show Theatres, ShowBiz Cinemas, LLC and Starplex Cinemas, among others.

About National CineMedia (NCM)

National CineMedia (NCM) LLC operates the largest digital in-theater 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 theater operators in the U.S., and through multi-year agreements with several other theater 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 approximately 16,800 screens of which approximately 15,500 are part of the company's Digital Content Network (DCN). NCM LLC's network covers 171 Designated Market Areas(R) (49 of the top 50). During 2008, approximately 660 million patrons attended movies shown in theaters currently included in the network (excluding Consolidated Theatres). National CineMedia, Inc. (NASDAQ: NCMI) owns a 41.5% interest in and is the managing member of NCM LLC. For additional information, visit www.ncm.com.

About Cobb Theatres

Cobb Theatres is a progressive motion picture exhibition company based in Birmingham, Ala., Cobb Theatres currently owns & operates 193 screens at 14 locations in the southeastern United States. www.cobbtheatres.com.

About Galaxy Theatres, LLC

Galaxy Theatres, LLC is a fully integrated movie theater company. Privately owned, it is ranked by size in the top 10% of its industry, according to the National Theatre Association and currently has theaters in California, Nevada, Texas and Washington. Formed in 1998, its focus is to develop and operate a portfolio of high impact, state-of-the-art movie entertainment theaters in selected markets of the western United States. www.galaxytheatres.com.

About Storyteller Theatres Corporation

Storyteller Theatres Corporation, formerly Trans-Lux Theatres, is based in Santa Fe, N.M., and operates 9 state of the art theaters comprising 70 screens in New Mexico, Colorado, Arizona, and Wyoming. www.storytellertheatres.com.

NCM

Lauren Leff, 303-957-1709

lauren.leff@ncm.com

or

Amy Jane Finnerty, 212-931-8117

amy.finnerty@ncm.com

Copyright Business Wire 2009