



November 29, 2016

## NCM Creates Affiliate Partnerships Team

***Stacie Tursi Named SVP, Affiliate Partnerships***  
***Jennifer Lupo Named VP, Affiliate Partnerships***

CENTENNIAL, Colo.--(BUSINESS WIRE)-- National CineMedia (NCM), America's Movie Network, has created a new Affiliate Partnership team dedicated to serving the needs of its more than 40 movie theater affiliates nationwide.

Veteran NCM executive Stacie Tursi has been tapped to lead the team in the new role of Senior Vice President of Affiliate Partnerships, based in the company's Centennial, CO headquarters. Tursi will report directly to NCM President Cliff Marks, who will be taking a more active role working with NCM's affiliate partners going forward.

"NCM is very fortunate to have great affiliates, who, along with our three founding members AMC, Cinemark and Regal, make up the largest and most impactful theater network in the U.S.," said Cliff Marks, president of NCM. "We are grateful for the trust they have placed in us to help grow their business, and I believe that Stacie and our new Affiliate Partnerships team will allow us to work together to be more strategic and more service oriented moving forward. It is our intent to bring our advertisers and affiliates more meaningful marketing programs, unique business ideas and other potential ways to earn incremental revenue."

Most recently, Tursi had served as Senior Vice President, Eastern Region with NCM, where she led the local and regional sales team in training, on-boarding new personnel and developing sales strategy. She joined NCM in 2005, when Regal CineMedia and AMC's National Cinema Network (NCN) joined together, along with Cinemark, to form National CineMedia (NCM). Prior to that, Tursi worked in sales and sales management for Procter & Gamble, Canon Computer Systems, and Canon USA.

Also joining the new Affiliate Partnerships team is another NCM veteran, Jennifer Lupo, who has been named Vice President, Affiliate Partnerships, and will report to Tursi. Lupo also joined NCM in 2005 and has held several positions within the Sales Operations & Planning group, most recently serving as Vice President of Advertising Operations.

With the formation of the new Affiliate Partnerships group, Bob Brouillette, NCM's long-time Senior Vice President of Business Development, will continue to serve as an Affiliate Partnerships Consultant until his retirement in December of 2017.

"We want NCM to be the first choice for our current customers and add new partners along the way," said Stacie Tursi, NCM's Vice President of Affiliate Partnerships. "Our relationships with our exhibitors are a key and renewed focus of our business going forward, and I'm excited to be partnering with them to ensure that they get the most value out of our cinema advertising programs."

### **About National CineMedia, Inc.**

National CineMedia (NCM) is America's Movie Network. As the #1 weekend network in the U.S., NCM is the connector between brands and movie audiences. More than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's FirstLook pre-show in over 40 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE: RGC). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with nearly 20,500 screens in over 1,600 theaters in 187 Designated Market Areas® (49 of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 43.6% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

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