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National CineMedia (NCM) Names Scott Felenstein Executive Vice President & Chief Revenue Officer

Long-Time Discovery Communications Advertising Executive and 27-Year Industry Veteran Joins America's Movie Network to Vie for Premium Video Dollars

CENTENNIAL, Colo. & NEW YORK--(BUSINESS WIRE)-- National CineMedia (NCM), America's Movie Network, has named Scott Felenstein to the role of Executive Vice President and Chief Revenue Officer in time to kick off the 2017-18 Upfront season.

He joins NCM from Discovery Communications, Inc. where he spent the past 17 years rising through the ranks in various management positions. Felenstein most recently served as executive vice president, national advertising sales, overseeing advertising sales for the company's portfolio of networks across all platforms, along with managing relationships with top agencies and clients across the marketplace. He was previously senior vice president, advertising sales for Discovery Channel, Science Channel, American Heroes Channel and Velocity.

"Scott is a highly knowledgeable expert in the advertising, digital media and television broadcast industries with more than 25 years of experience in sales management, business development, marketing and agency relations, which will be crucial as we continue to ramp up our competition for media dollars in the premium video and digital media marketplace," said Cliff Marks, President of National CineMedia (NCM). "He's a dynamic manager who truly understands what motivates both media buyers and sellers, and he's just the person to help inspire our NCM team to new heights as we evolve to become not just the best cinema network in the country, but a leading media company as well."

Felenstein joined Discovery in 2000 as an account executive for Animal Planet, Travel Channel, Discovery Health, and the company's emerging networks. He was promoted to vice president in 2001 and then to senior vice president in 2005. Before joining Discovery, Scott held several positions in digital ad sales at Excite@Home and worked as an Account Executive at CBS Sports. His career in advertising began on the agency side as an Assistant Network Buyer at Ogilvy and Mather and later as a Network Buyer at Bozell, Kenyon, Jacobs & Eckhardt.

Felenstein was named as one of Broadcasting & Cable's Next Wave of Leaders in 2013. He holds a B.A. in Communication from the State University of New York Albany.

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial 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 over 20,500 screens in over 1,600 theaters in 189 Designated Market Areas® (all 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 39.0% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit www.ncm.com.

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