

National CineMedia, Inc.  
Form SC 13D/A  
March 20, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**SCHEDULE 13D**

**INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO**

**§ 240.13d-2(a)  
(Amendment No. 1)\***

**National CineMedia, Inc.**

(Name of Issuer)

**Common Stock**

(Title of Class of Securities)

**635309107**

(CUSIP Number)

**Peter B. Brandow**

**Executive Vice President, General Counsel and Secretary**

**Regal Entertainment Group**

**7132 Regal Lane**

**Knoxville, Tennessee 37918**

**(865) 922-1123**

**Richard J. Mattera**

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

**Hogan & Hartson L.L.P.**

**1200 Seventeenth Street, Suite 1500**

**Denver, Colorado 80202**

**(303) 899-7300**

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

**March 17, 2009**

(Date of Event Which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( " Act " ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on following pages)

---

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

CUSIP No. 635309107

1	Names of Reporting Persons Regal Entertainment Group	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a)	x
	(b)	o
3	SEC Use Only	
4	Source of Funds (See Instructions) OO	
5	Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e)	o
6	Citizenship or Place of Organization Delaware	
7	Sole Voting Power -0- shares	
8	Shared Voting Power 25,425,689 shares(1)	
9	Sole Dispositive Power -0- shares	
10	Shared Dispositive Power 25,425,689 shares(1)	
11	Aggregate Amount Beneficially Owned by Each Reporting Person 25,425,689 shares(1)	
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	o
13	Percent of Class Represented by Amount in Row (11) 37.6%	
14	Type of Reporting Person (See Instructions) CO	

---

(1) Consists of 25,425,689 common membership units of National CineMedia, LLC, which are held by one of Regal Entertainment Group's wholly owned subsidiaries, Regal CineMedia Holdings, LLC (as more fully explained in Item 5 to this Amendment No. 1), and which are immediately redeemable on a one-to-one basis for shares of National CineMedia, Inc. Common Stock, or a cash payment equal to the market price of one share of National CineMedia, Inc.'s Common Stock.

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

CUSIP No. 635309107

1	Names of Reporting Persons Anschutz Company
2	Check the Appropriate Box if a Member of a Group (See Instructions) (a) <span style="float: right;">x</span> (b) <span style="float: right;">o</span>
3	SEC Use Only
4	Source of Funds (See Instructions) OO
5	Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e) <span style="float: right;">o</span>
6	Citizenship or Place of Organization Delaware
7	Sole Voting Power -0- shares
8	Shared Voting Power 25,425,689 shares(1), (2)
9	Sole Dispositive Power -0- shares
10	Shared Dispositive Power 25,425,689 shares(1), (2)
11	Aggregate Amount Beneficially Owned by Each Reporting Person 25,425,689 shares(1), (2)
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <span style="float: right;">o</span>
13	Percent of Class Represented by Amount in Row (11) 37.6%
14	Type of Reporting Person (See Instructions) CO

---

(2) Anschutz Company beneficially owns 73,708,639 shares of Class A Common Stock ( Class A Common Stock ) of Regal Entertainment Group through its ownership of 23,708,639 shares of Class B Common Stock of Regal Entertainment Group, which are convertible into a like number of shares of Class A Common Stock and 50,000,000 shares of Class A Common Stock. Such ownership represents approximately 78.2% of the voting power of Regal Entertainment Group. Therefore, Anschutz Company may be deemed to control Regal Entertainment Group. Philip F. Anschutz owns 100% of the outstanding capital stock of Anschutz Company. Therefore, Mr. Anschutz may be deemed to control Anschutz Company. As a result, each of them may be deemed to share the power to vote and dispose of the shares of Common Stock of National CineMedia, Inc. that may be deemed to be beneficially owned by Regal Entertainment Group.

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

CUSIP No. 635309107

1	Names of Reporting Persons Philip F. Anschutz
2	Check the Appropriate Box if a Member of a Group (See Instructions) (a) <span style="float: right;">x</span> (b) <span style="float: right;">o</span>
3	SEC Use Only
4	Source of Funds (See Instructions) OO
5	Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e) <span style="float: right;">o</span>
6	Citizenship or Place of Organization United States of America
7	Sole Voting Power -0- shares
8	Shared Voting Power 25,425,689 shares(1), (2)
9	Sole Dispositive Power -0- shares
10	Shared Dispositive Power 25,425,689 shares(1), (2)
11	Aggregate Amount Beneficially Owned by Each Reporting Person 25,425,689 shares(1), (2)
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <span style="float: right;">o</span>
13	Percent of Class Represented by Amount in Row (11) 37.6%
14	Type of Reporting Person (See Instructions) IN

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

**EXPLANATORY NOTE.**

This Amendment No. 1 ( Amendment No. 1 ) to the Schedule 13D filed with the Securities and Exchange Commission on May 23, 2008 (the 2008 Schedule 13D ) by Regal Entertainment Group ( Regal ), Anschutz Company ( Anschutz Co. ) and Philip F. Anschutz ( Mr. Anschutz, and with each of Regal, Anschutz Co., and Mr. Anschutz being referred to herein as a Reporting Person, and collectively, the Reporting Persons ) with respect to the common stock, par value \$0.01 per share (the Common Stock ) of National CineMedia, Inc., a Delaware corporation ( National CineMedia ) is being filed by the Reporting Persons pursuant to Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, and the joint filing agreement filed as Exhibit C to the 2008 Schedule 13D, to reflect the issuance of additional units of National CineMedia, LLC pursuant to the 2008 Annual Adjustment under the Common Unit Adjustment Agreement dated February 13, 2007, by and among the Issuer, National CineMedia, LLC, Regal CineMedia Holdings, LLC ( Regal CineMedia ), American Multi-Cinema, Inc., Cinemark Media, Inc., Regal Cinemas, Inc. and Cinemark USA, Inc. (the Common Unit Adjustment Agreement ), as described in Item 3 to the 2008 Schedule 13D and incorporated by reference to Exhibit A thereto. Capitalized terms used but not otherwise defined herein shall have their respective meanings under the Common Unit Adjustment Agreement or the 2008 Schedule 13D, as applicable.

**Item 3. Source and Amount of Funds or Other Consideration.**

Item 3 is hereby amended to add the following:

On March 17, 2009, based on Regal CineMedia's net attendees in fiscal 2008, the Issuer notified Regal CineMedia that pursuant to the Common Unit Adjustment Agreement, Regal CineMedia would receive 522,430 NCM Units pursuant to the 2008 Annual Adjustment. In accordance with the terms of the Common Unit Adjustment Agreement, no payments were made by or on behalf of any party in exchange for the NCM Units received by Regal CineMedia pursuant to the 2008 Annual Adjustment.

**Item 5. Interest in Securities of the Issuer.**

Item 5 is hereby amended to replace Item 5(a) with the following:

(a) Including the 522,430 NCM Units that Regal's wholly owned subsidiary, Regal CineMedia, obtained on March 17, 2009, Regal currently may be deemed to beneficially own 25,425,689 shares of Common Stock through Regal CineMedia's ownership of 25,425,689 NCM Units. NCM Units are immediately redeemable on a one-to-one basis for shares of Common Stock, or a cash payment equal to the market price of one share of Common Stock. Regal's beneficial ownership of 25,425,689 shares of Common Stock equals approximately 37.6% of the Issuer's issued and outstanding shares of Common Stock on an as-converted basis.

Regal CineMedia is a wholly owned subsidiary of Regal CineMedia Corporation ( RCM ). RCM is a wholly owned subsidiary of Regal Cinemas Inc. ( RCI ). RCI is a wholly owned subsidiary of Regal Cinemas Corporation ( RCC ). RCC is a wholly owned subsidiary of Regal Entertainment Holdings, Inc. ( REH ). REH is a wholly owned subsidiary of Regal. As a result, each of them may be deemed to share the power to vote and dispose of the Shares of Common Stock that may be deemed to be beneficially owned by Regal.

## Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

Anschutz Company beneficially owns 73,708,639 shares of Class A Common Stock ( Class A Common Stock ) of Regal through its ownership of 23,708,639 shares of Class B Common Stock of Regal, which are convertible into a like number of shares of Class A Common Stock and 50,000,000 shares of Class A Common Stock. Such ownership represents approximately 78.2% of the voting power of Regal. Therefore, Anschutz Company may be deemed to control Regal. Philip F. Anschutz owns 100% of the outstanding capital stock of Anschutz Company. Therefore, Mr. Anschutz may be deemed to control Anschutz Company. As a result, each of them may be deemed to share the power to vote and dispose of the shares of Common Stock that may be deemed to be beneficially owned by Regal.

None of the executive officers or directors of Regal or Anschutz Company, who are listed in Schedule A hereto, owns any shares of Common Stock, except as follows: Richard M. Jones, Vice President, Senior General Counsel and Secretary of Anschutz Company owns 500 shares of Common Stock and has sole voting and dispositive power with respect thereto. Richard M. Jones purchased such 500 shares for investment purposes with \$10,505 of his own funds, and he is the only person with the right to receive or the power to direct receipt of

dividends from, or proceeds from the sale of, such 500 shares. Each of the reporting persons expressly disclaims beneficial ownership of any shares of Common Stock owned by Richard M. Jones.

By virtue of their relationship, Regal, Anschutz Company or Mr. Anschutz may be deemed to beneficially own the Common Stock subject of this Amendment No. 1. Neither the filing of this Amendment No. 1 nor any of its contents shall be deemed to constitute an admission that any Reporting Person (other than Regal), or person listed in Schedule A hereto is the beneficial owner of the Common Stock subject of this Amendment No. 1 for purposes of Section 13(d) of the Exchange Act or for any other purpose, and such beneficial ownership is expressly disclaimed.



**Schedule A**

**Directors and Executive Officers**

The name, principal occupation and business address of each director and executive officer of Regal Entertainment Group, its relevant wholly owned subsidiaries, and Anschutz Company are set forth below. All of the persons listed below are citizens of the United States of America, unless otherwise indicated.

Name	Business Address	Position(s) with Reporting Person(s) and Present Principal Occupation
Michael L. Campbell	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>• Chairman, Chief Executive Officer and Director of Regal Entertainment Group</li> <li>• President, Chairperson and Director of Regal CineMedia Corporation</li> <li>• Chief Executive Officer of Regal CineMedia Holdings, LLC</li> <li>• Chief Executive Officer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Gregory W. Dunn	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>• President and Chief Operating Officer of Regal Entertainment Group</li> <li>• Vice President and Director of Regal CineMedia Corporation</li> <li>• President and Chief Operating Officer of Regal CineMedia Holdings, LLC</li> <li>• President, Chief Operating Officer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Amy E. Miles	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>• Executive Vice President and Chief Financial Officer of Regal Entertainment Group</li> <li>• Vice President, Treasurer and Director of Regal CineMedia Corporation</li> <li>• Executive Vice President and Treasurer of Regal CineMedia Holdings, LLC</li> <li>• Executive Vice President, Chief Financial Officer, Treasurer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Peter B. Brandow	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>• Executive Vice President, General Counsel and Secretary of Regal Entertainment Group</li> <li>• Vice President and Secretary of Regal CineMedia Corporation</li> <li>• Executive Vice President, General Counsel and Secretary of Regal CineMedia Holdings, LLC</li> </ul>

- Executive Vice President, General Counsel and Secretary of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

Alex Yemenidjian	1925 Century Park East Suite 1975 Los Angeles, CA 90067	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Chairman of the Board and Chief Executive Officer of Armenco Holdings, LLC</li> </ul>
Thomas D. Bell, Jr.	191 Peachtree Street Suite 3600 Atlanta, GA 30303	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Chairman and Chief Executive Officer of Cousins Properties, Incorporated</li> </ul>
David H. Keyte	707 17th Street, Suite 3600 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Executive Vice President and Chief Financial Officer of Forest Oil Corp.</li> </ul>
Lee M. Thomas	50 N. Laura Street Jacksonville, FL 32202	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• President and Chief Executive Officer of Rayonier, Inc.</li> </ul>
Stephen A. Kaplan	333 Grand Avenue 28th Floor Los Angeles, CA 90071	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Principal of Oaktree Capital Management, LLC</li> </ul>
Jack Tyrrell	1201 16th Avenue South Nashville, TN 37212	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Managing Partner of Richland Ventures L.P., Richland Ventures II, L.P. and Richland Ventures III, L.P.</li> </ul>
Nestor R. Weigand, Jr.	150 N. Market Wichita, KS 67202	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• Chairman and Chief Executive Officer of J.P. Weigand &amp; Sons, Inc.</li> </ul>
Charles E. Brymer	437 Madison Avenue 20th Floor New York, NY 10022	<ul style="list-style-type: none"> <li>• Director of Regal Entertainment Group</li> <li>• President and Chief Executive Officer of DDB Worldwide Communications Group, Inc.</li> </ul>
Philip F. Anschutz	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Chairman, Chief Executive Officer and Director of Anschutz Company</li> </ul>
Cannon Y. Harvey	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• President, Chief Operating Officer and Director of Anschutz Company</li> </ul>
Craig D. Slater	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Vice President and Director of Anschutz Company</li> </ul>
Bruce F. Black	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Executive Vice President and General Counsel of Anschutz Company</li> </ul>
Richard M. Jones	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Vice President, Senior General Counsel and Secretary of Anschutz Company</li> </ul>
Wayne A. Barnes	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>• Vice President and Chief Financial Officer of Anschutz Company</li> </ul>
Thomas G. Kundert	555 17th Street, Suite 2400	<ul style="list-style-type: none"> <li>• Treasurer and Assistant Secretary of Anschutz Company</li> </ul>

Edgar Filing: National CineMedia, Inc. - Form SC 13D/A

Denver, CO 80202  
Scott T. Carpenter 555 17th Street, Suite 2400 • Vice President of Anschutz Company  
Denver, CO 80202

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: March 20, 2009

REGAL ENTERTAINMENT GROUP

By: /s/ Peter B. Brandow  
Name: Peter B. Brandow  
Title: Executive Vice President, General Counsel and Secretary

Date: March 20, 2009

ANSCHUTZ COMPANY

By: Philip F. Anschutz  
Title: Chairman  
  
By: /s/ Robert M. Swysgood  
Name: Robert M. Swysgood  
Title: Attorney-in-Fact

Date: March 20, 2009

PHILIP F. ANSCHUTZ

By: /s/ Robert M. Swysgood  
Name: Robert M. Swysgood  
Title: Attorney-in-Fact