

National CineMedia, Inc.  
Form SC 13G  
February 14, 2008

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**  
**SCHEDULE 13G**

OMB APPROVAL  
OMB Number:  
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February 28, 2009  
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hours per response. 10.4

**Under the Securities Exchange Act of 1934  
(Amendment No. )\***

**National CineMedia, Inc.**

(Name of Issuer)

**Common Stock, \$0.01 par value**

(Title of Class of Securities)

**635309107**

(CUSIP Number)

**December 31, 2007**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*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 the disclosures provided in a prior cover page.

The information required in 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).

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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CUSIP No. 635309107

1. Names of Reporting Persons  
American Multi-Cinema, Inc.  
  
43-0908577
2. Check the Appropriate Box if a Member of a Group (See Instructions)  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Missouri
5. Sole Voting Power  
0
6. Shared Voting Power  
17,474,890 shares
7. Sole Dispositive Power  
0
8. Shared Dispositive Power  
17,474,890 shares
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
17,474,890 shares
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)
11. Percent of Class Represented by Amount in Row (9)  
18.6%
12. Type of Reporting Person (See Instructions)  
CO

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CUSIP No. 635309107

1. Names of Reporting Persons  
AMC Entertainment Inc.  
  
43-1304369
2. Check the Appropriate Box if a Member of a Group (See Instructions)  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
5. Sole Voting Power  
0
6. Shared Voting Power  
17,474,890 shares
7. Sole Dispositive Power  
0
8. Shared Dispositive Power  
17,474,890 shares
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
17,474,890 shares
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)
11. Percent of Class Represented by Amount in Row (9)  
18.6%
12. Type of Reporting Person (See Instructions)  
CO

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

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CUSIP No. 635309107

1. Names of Reporting Persons  
Marquee Holdings Inc.  
  
77-0642885
2. Check the Appropriate Box if a Member of a Group (See Instructions)  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
5. Sole Voting Power  
0
6. Shared Voting Power  
17,474,890 shares
7. Sole Dispositive Power  
0
8. Shared Dispositive Power  
17,474,890 shares
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
17,474,890 shares
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)
11. Percent of Class Represented by Amount in Row (9)  
18.6%
12. Type of Reporting Person (See Instructions)  
CO

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

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CUSIP No. 635309107

1. Names of Reporting Persons  
AMC Entertainment Holdings, Inc.  
  
26-0303916
2. Check the Appropriate Box if a Member of a Group (See Instructions)  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
5. Sole Voting Power  
0
6. Shared Voting Power  
17,474,890 shares
7. Sole Dispositive Power  
0
8. Shared Dispositive Power  
17,474,890 shares
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
17,474,890 shares
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)
11. Percent of Class Represented by Amount in Row (9)  
18.6%
12. Type of Reporting Person (See Instructions)  
CO

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

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**Item 1(a)**

**Name of Issuer:**

National CineMedia, Inc.

**Item 1(b)**

**Address of Issuer's Principal Executive Offices:**

9110 East Nichols Avenue, Suite 200,

Centennial, Colorado 80112-3405

**Item 2(a)**

**Name of Person Filing:**

This statement is being filed by American Multi-Cinema, Inc. ( AMC ), AMC Entertainment Inc. ( AMCE ), Marquee Holdings Inc. ( Marquee ) and AMC Entertainment Holdings, Inc. ( Holdings ).

**Item 2(b)**

**Address of Principal Business Office or, if none, Residence:**

The following is the address for AMC, AMCE, Marquee and Holdings:

920 Main Street

Kansas City, Missouri 64105

**Item 2(c)**

**Citizenship:**

AMC is a Missouri corporation; AMCE, Marquee and Holdings are Delaware corporations.

**Item 2(d)**

**Title of Class of Securities:**

Common Stock

Item 2(e)

CUSIP No.:

635309107

Item 3  
is a:

If this statement is filed pursuant to Rules 13d-1(b), or 13d-2(b), check whether the person filing

- (a) o Broker or dealer registered under Section 15 of the Exchange Act;
- (b) o Bank as defined in Section 3(a)(6) of the Exchange Act;
- (c) o Insurance company as defined in Section 3(a)(19) of the Exchange Act;
- (d) o Investment company registered under Section 8 of the Investment Company Act;
- (e) o An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) o An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g) o A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h) o A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i) o A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j) o Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

Not Applicable.



**Item 4**

**Ownership:**

As of December 31, 2007:

(a) Amount beneficially owned:

AMC Entertainment Holdings, Inc. beneficially owned 17,474,890 shares of common stock of the Issuer through its ownership of 17,474,890 common membership units of National CineMedia, LLC ( NCM LLC ). Holdings beneficially owned shares are held by one of its indirect, wholly owned subsidiaries, American Multi-Cinema, Inc. The Issuer is a member and the sole manager of National CineMedia, LLC. Each NCM LLC unit is immediately redeemable for one share of the Issuer's common stock or, at the Issuer's option, a cash payment equal to the market price of one share of the common stock. If AMC chooses to redeem all of its NCM LLC units, and the Issuer elects to issue shares of its common stock in exchange for all of the units then AMC would own 17,474,890 shares of the Issuer's common stock upon the exchange.

American Multi-Cinema, Inc. is a wholly owned subsidiary of AMC Entertainment Inc. AMCE is a wholly owned subsidiary of Marquee Holdings Inc. Marquee is a wholly owned subsidiary of AMC Entertainment Holdings, Inc.

(b) Percent of class: <sup>(1)</sup>

American Multi-Cinema, Inc.	18.6%
AMC Entertainment Inc.	18.6%
Marquee Holdings Inc.	18.6%
AMC Entertainment Holdings, Inc.	18.6%

(c) Number of shares as to which the person has:

(i) Sole power to vote or direct the vote:

American Multi-Cinema, Inc.	0
AMC Entertainment Inc.	0
Marquee Holdings Inc.	0
AMC Entertainment Holdings, Inc.	0

(ii) Shared power to vote or to direct the vote:

American Multi-Cinema, Inc.	17,474,890 shares
AMC Entertainment Inc.	17,474,890 shares

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Marquee Holdings Inc.	17,474,890 shares
AMC Entertainment Holdings, Inc.	17,474,890 shares

(iii) Sole power to dispose or to direct the disposition of

American Multi-Cinema, Inc.	0
AMC Entertainment Inc.	0
Marquee Holdings Inc.	0
AMC Entertainment Holdings, Inc.	0

(iv) Shared power to dispose or to direct the disposition of:

American Multi-Cinema, Inc.	17,474,890 shares
AMC Entertainment Inc.	17,474,890 shares
Marquee Holdings Inc.	17,474,890 shares
AMC Entertainment Holdings, Inc.	17,474,890 shares

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(1)Percentage of beneficial ownership is based on 42,000,000 shares of common stock and 93,850,951 NCM LLC membership units outstanding as of December 31, 2007.

**Item 5** **Ownership of Five Percent or Less of a Class:**

Not applicable.

**Item 6** **Ownership of More Than Five Percent on Behalf of Another Person:**

Not applicable.

**Item 7** **Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person:**

See Exhibit A attached to this Schedule 13G.

**Item 8** **Identification and Classification of Members of the Group:**

Not applicable.

**Item 9** **Notice of Dissolution of Group:**

Not applicable.

**Item 10** **Certification:**

Not applicable.

**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: February 14, 2008

**AMERICAN MULTI-CINEMA, INC.**

-  
/s/ CRAIG R. RAMSEY  
Name: Craig R. Ramsey  
Title: Executive Vice President and Chief Financial Officer

**AMC ENTERTAINMENT INC.**

-  
/s/ CRAIG R. RAMSEY  
Name: Craig R. Ramsey  
Title: Executive Vice President and Chief Financial Officer

**MARQUEE HOLDINGS INC.**

/s/ CRAIG R. RAMSEY  
Name: Craig R. Ramsey  
Title: Executive Vice President and Chief Financial Officer

**AMC ENTERTAINMENT HOLDINGS, INC.**

/s/ CRAIG R. RAMSEY  
Name: Craig R. Ramsey  
Title: Executive Vice President and Chief Financial Officer

**EXHIBIT INDEX**

- Exhibit A Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person
- Exhibit B Joint Filing Agreement

**EXHIBIT A**

**to**

**SCHEDULE 13G**

**Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person**

American Multi-Cinema, Inc., a Missouri corporation, holds the common membership units of National CineMedia, LLC that are immediately redeemable into Common Stock to which this Schedule 13G relates.

American Multi-Cinema, Inc. is wholly owned by AMC Entertainment Inc., a Delaware corporation.

AMC Entertainment Inc. is wholly owned by Marquee Holdings Inc., a Delaware corporation.

Marquee Holdings Inc. is a wholly owned subsidiary of AMC Entertainment Holdings, Inc, a Delaware corporation.

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**EXHIBIT B**

to

**SCHEDULE 13G**

**Joint Filing Agreement**

The undersigned hereby agree that the statement on Schedule 13G dated February 14, 2008, with respect to the Common Stock of National CineMedia, Inc. is, and any amendments thereto signed by each of the undersigned shall be, filed on behalf of each of us pursuant to and in accordance with the provisions of Rule 13d-1(k)(1) under the Securities Exchange Act of 1934.

This Agreement may be executed in counterparts, each of which shall for all purposes be deemed to be an original, but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have each executed this Joint Filing Agreement as of February 14, 2008.

**AMERICAN MULTI-CINEMA, INC.**

/s/ CRAIG R. RAMSEY

Name: Craig R. Ramsey

Title: Executive Vice President and Chief Financial Officer

**AMC ENTERTAINMENT INC.**

/s/ CRAIG R. RAMSEY

Name: Craig R. Ramsey

Title: Executive Vice President and Chief Financial Officer

**MARQUEE HOLDINGS INC.**

/s/ CRAIG R. RAMSEY

Name: Craig R. Ramsey

Title: Executive Vice President and Chief Financial Officer

**AMC ENTERTAINMENT HOLDINGS, INC.**

/s/ CRAIG R. RAMSEY

Name: Craig R. Ramsey

Title: Executive Vice President and Chief Financial Officer

