

Weihe Earl B  
 Form 4  
 February 27, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Weihe Earl B

2. Issuer Name and Ticker or Trading Symbol  
 National CineMedia, Inc. [NCMI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 C/O NATIONAL CINEMEDIA,  
 INC., 9110 E. NICHOLS AVE.,  
 SUITE 200

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 02/25/2013

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 EVP & Chief Operations Officer

(Street)  
 CENTENNIAL, CO 80112-3405

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	02/25/2013 <sup>(1)</sup>		D	1,539 <sup>(1)</sup>	\$ 0	D	
Common Stock	02/25/2013		F	1,734	\$ 14.99	D	
Common Stock	02/25/2013 <sup>(2)</sup>		D	4,420 <sup>(2)</sup>	\$ 0	D	
Common Stock	02/25/2013		F	4,966	\$ 14.99	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	--

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

Weihe Earl B  
C/O NATIONAL CINEMEDIA, INC.  
9110 E. NICHOLS AVE., SUITE 200  
CENTENNIAL, CO 80112-3405

EVP & Chief Operations Officer

## Signatures

/s/ Jennifer A. D'Alessandro, as  
attorney-in-fact

02/27/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) On January 14, 2010, the compensation committee of National CineMedia, Inc. (the "Issuer") approved the grant of 6,961 shares of restricted stock to the reporting person which would vest based upon achievement of the actual cumulative Free Cash Flow target at the end of a three-year measuring period ending on December 27, 2012. On February 25, 2013, the Issuer determined that the performance conditions had been satisfied at 77.9% of target. 5,422 of the previously reported shares became vested in full, and the remaining unvested shares were returned to the Issuer.

(2) On November 4, 2010, the compensation committee of National CineMedia, Inc. (the "Issuer") approved the grant of 20,000 shares of restricted stock to the reporting person which would vest based upon achievement of the actual cumulative Free Cash Flow target at the end of a three-year measuring period ending on December 27, 2012. On February 25, 2013, the Issuer determined that the performance conditions had been satisfied at 77.9% of target. 15,580 of the previously reported shares became vested in full, and the remaining unvested shares were returned to the Issuer.

## Edgar Filing: Weihe Earl B - Form 4

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.