

National CineMedia, Inc.  
Form SC 13D/A  
March 18, 2013

**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. 4)\***

**National CineMedia, Inc.**

(Name of Issuer)

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

(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**

**Keith A. Trammell**

**Hogan Lovells US LLP**

**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 14, 2013**

(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)

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CUSIP No. 635309107

|    |  |
|----|--|
| 1  | Names of Reporting Persons<br>Regal Entertainment Group  |
| 2  | Check the Appropriate Box if a Member of a Group (See Instructions)<br>(a) <input checked="" type="checkbox"/> x<br>(b) <input type="checkbox"/> o |
| 3  | SEC Use Only   |
| 4  | Source of Funds (See Instructions)<br>OO   |
| 5  | Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e) <input type="checkbox"/> o                                      |
| 6  | Citizenship or Place of Organization<br>Delaware   |
| 7  | Sole Voting Power<br>-0- shares  |
| 8  | Shared Voting Power<br>24,332,152 shares(1)  |
| 9  | Sole Dispositive Power<br>-0- shares   |
| 10 | Shared Dispositive Power<br>24,332,152 shares(1)   |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person<br>24,332,152 shares(1)   |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> o                                    |
| 13 | Percent of Class Represented by Amount in Row (11)<br>30.9%  |
| 14 | Type of Reporting Person (See Instructions)<br>CO  |

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(1) Consists of 24,332,152 common membership units of National CineMedia, LLC, which are held by two of Regal Entertainment Group's wholly owned subsidiaries, Regal CineMedia Holdings, LLC and Regal Cinemas, Inc. (as more fully explained in Item 5 to this Amendment No. 4), 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.

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CUSIP No. 635309107

|   |   |   |                                 |   |  |   |                                      |    |   |
|---|---|---|---------------------------------|---|--|---|--------------------------------------|----|---|
| 1   | Names of Reporting Persons<br>Anschutz Company  |   |                                 |   |  |   |                                      |    |   |
| 2   | Check the Appropriate Box if a Member of a Group (See Instructions)<br>(a) <span style="float: right;">x</span><br>(b) <span style="float: right;">o</span>   |   |                                 |   |  |   |                                      |    |   |
| 3   | SEC Use Only  |   |                                 |   |  |   |                                      |    |   |
| 4   | Source of Funds (See Instructions)<br>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<br>Delaware  |   |                                 |   |  |   |                                      |    |   |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">7</td> <td style="vertical-align: top;">Sole Voting Power<br/>-0- shares</td> </tr> <tr> <td style="text-align: center;">8</td> <td style="vertical-align: top;">Shared Voting Power<br/>24,332,152 shares(1), (2)</td> </tr> <tr> <td style="text-align: center;">9</td> <td style="vertical-align: top;">Sole Dispositive Power<br/>-0- shares</td> </tr> <tr> <td style="text-align: center;">10</td> <td style="vertical-align: top;">Shared Dispositive Power<br/>24,332,152 shares(1), (2)</td> </tr> </table> | 7 | Sole Voting Power<br>-0- shares | 8 | Shared Voting Power<br>24,332,152 shares(1), (2) | 9 | Sole Dispositive Power<br>-0- shares | 10 | Shared Dispositive Power<br>24,332,152 shares(1), (2) |
| 7   | Sole Voting Power<br>-0- shares   |   |                                 |   |  |   |                                      |    |   |
| 8   | Shared Voting Power<br>24,332,152 shares(1), (2)  |   |                                 |   |  |   |                                      |    |   |
| 9   | Sole Dispositive Power<br>-0- shares  |   |                                 |   |  |   |                                      |    |   |
| 10  | Shared Dispositive Power<br>24,332,152 shares(1), (2)   |   |                                 |   |  |   |                                      |    |   |
| 11  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>24,332,152 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)<br>30.9%   |   |                                 |   |  |   |                                      |    |   |
| 14  | Type of Reporting Person (See Instructions)<br>CO   |   |                                 |   |  |   |                                      |    |   |

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(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 77.8% 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. Each of Anschutz Company and Mr. Anschutz expressly disclaims beneficial ownership of such shares.

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CUSIP No. 635309107

|    |  |
|----|--|
| 1  | Names of Reporting Persons<br>Philip F. Anschutz   |
| 2  | Check the Appropriate Box if a Member of a Group (See Instructions)<br>(a) <input checked="" type="checkbox"/> x<br>(b) <input type="checkbox"/> o |
| 3  | SEC Use Only   |
| 4  | Source of Funds (See Instructions)<br>OO   |
| 5  | Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e) <input type="checkbox"/> o                                      |
| 6  | Citizenship or Place of Organization<br>United States of America   |
| 7  | Sole Voting Power<br>-0- shares  |
| 8  | Shared Voting Power<br>24,332,152 shares(1), (2)   |
| 9  | Sole Dispositive Power<br>-0- shares   |
| 10 | Shared Dispositive Power<br>24,332,152 shares(1), (2)  |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person<br>24,332,152 shares(1), (2)  |
| 12 | Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> o                                    |
| 13 | Percent of Class Represented by Amount in Row (11)<br>30.9%  |
| 14 | Type of Reporting Person (See Instructions)<br>IN  |

**EXPLANATORY NOTE**

This Amendment No. 4 ( Amendment No. 4 ) to the Schedule 13D originally filed with the Securities and Exchange Commission on May 23, 2008 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 ) and amended on March 20, 2009, March 26, 2009 and February 14, 2011 (as so amended, the Schedule 13D ), 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 Schedule 13D filed on May 23, 2008, to reflect the issuance of additional common units of National CineMedia, LLC ( NCM Units ) pursuant to the Common Unit Adjustment Agreement as described in Item 3. This Amendment No. 4 reflects changes to Items 3, 4 and 5 of the Schedule 13D. Capitalized terms used but not otherwise defined herein shall have their respective meanings under the Common Unit Adjustment Agreement or the 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, 2011, pursuant to the Common Unit Adjustment Agreement dated February 13, 2007, by and among National CineMedia, National CineMedia, LLC, Regal CineMedia Holdings, LLC ( Regal CineMedia ), American Multi-Cinema, Inc., Cinemark Media, Inc., Regal Cinemas, Inc. ( RCI ) and Cinemark USA, Inc., (the Common Unit Adjustment Agreement ) as described in Item 3 of the Schedule 13D originally filed on May 23, 2008 and incorporated by reference to Exhibit A thereto, Regal received, through its wholly owned subsidiary, RCI, from National CineMedia 607,470 newly issued NCM Units in accordance with the 2010 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 RCI pursuant to the 2010 Annual Adjustment.

On March 15, 2012, pursuant to the Common Unit Adjustment Agreement, Regal received, through its wholly owned subsidiary, RCI, from National CineMedia 52,888 newly issued NCM Units in accordance with the 2011 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 RCI pursuant to the 2011 Annual Adjustment.

On March 14, 2013, pursuant to the Common Unit Adjustment Agreement, Regal received, through its wholly owned subsidiary, RCI, from National CineMedia 2,219,002 newly issued NCM Units in accordance with the 2012 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 RCI pursuant to the 2012 Annual Adjustment.

**Item 4. Purpose of Transaction.**

Item 4 is hereby amended to add the following:

Regal acquired NCM Units in accordance with the Annual Adjustments in 2010, 2011 and 2012 for investment purposes pursuant to the terms of the Common Unit Adjustment Agreement.

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

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

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(a) As a result of the 2,879,360 NCM Units that Regal obtained in accordance with the Annual Adjustments in 2010, 2011 and 2012, Regal currently may be deemed to beneficially own 24,332,152 shares of Common Stock through its ownership of Regal CineMedia and RCI. 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 24,332,152 shares of Common Stock equals approximately 30.9% 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 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.

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 77.8% 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.

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. 4. Neither the filing of this Amendment No. 4 nor any of its contents shall be deemed to constitute an admission that any Reporting Person (other than Regal), or any executive officer or director of Regal or Anschutz Company, who are listed in Schedule A hereto, is the beneficial owner of the Common Stock subject of this Amendment No. 4 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  |
|------------------|--|--|
| Amy E. Miles     | 7132 Regal Lane<br>Knoxville, TN 37918 | <ul style="list-style-type: none"> <li>• Chief Executive Officer and Director of Regal Entertainment Group</li> <li>• President and Director of Regal CineMedia Corporation</li> <li>• President 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<br>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>• Vice President 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>  |
| David H. Ownby   | 7132 Regal Lane<br>Knoxville, TN 37918 | <ul style="list-style-type: none"> <li>• Executive Vice President, Chief Financial Officer and Treasurer of Regal Entertainment Group</li> <li>• Vice President, Treasurer and Director of Regal CineMedia Corporation</li> <li>• 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<br>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 and Regal CineMedia Holdings, LLC</li> <li>• Executive Vice President, General Counsel and Secretary of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal</li> </ul>  |

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|                     |   | Cinemas, Inc.   |
|---------------------|---|---|
| Thomas D. Bell, Jr. | 3399 Peachtree Street,<br>Suite 1010<br>Atlanta, GA 30326 | <ul style="list-style-type: none"><li>• Director of Regal Entertainment Group</li><li>• Chairman of Mesa Capital Partners</li></ul>   |
| Charles E. Brymer   | 35 Lakewood Circle North<br>Greenwich, CT 06830           | <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> |
| Michael L. Campbell | 3765 Jackson Bend Dr.<br>Louisville, TN 37777             | <ul style="list-style-type: none"><li>• Chairman of the Board of Regal Entertainment Group</li></ul>  |
| Stephen A. Kaplan   | 333 Grand Avenue<br>28th Floor<br>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>                                      |

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|                        |  |  |
|------------------------|--|--|
| David H. Keyte         | 2181 South Clayton Street<br>Denver, CO 80210      | • Director of Regal Entertainment Group<br>• Chief Executive Officer and Director of Caerus Oil and Gas, LLC   |
| Lee M. Thomas          | 3918 Alhambra Dr. West<br>Jacksonville, FL 32207   | • Director of Regal Entertainment Group  |
| Jack Tyrrell           | 1201 16th Avenue South<br>Nashville, TN 37212      | • Director of Regal Entertainment Group<br>• Managing Partner of Richland Ventures II, L.P. and Richland Ventures III, L.P.  |
| Nestor R. Weigand, Jr. | 150 N. Market<br>Wichita, KS 67202                 | • Director of Regal Entertainment Group<br>• Chairman and Chief Executive Officer of J.P. Weigand & Sons, Inc.   |
| Alex Yemenidjian       | 3801 Las Vegas Blvd.<br>South Las Vegas, NV 89109  | • Director of Regal Entertainment Group<br>• Chairman of the Board and Chief Executive Officer of Tropicana Las Vegas Casino and Hotel, Inc.<br>• Chairman of the Board and Chief Executive Officer of Armenco Holdings, LLC |
| Philip F. Anschutz     | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • Chairman, Chief Executive Officer and Director of Anschutz Company   |
| Cannon Y. Harvey       | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • President, Chief Operating Officer and Director of Anschutz Company  |
| Craig D. Slater        | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • Vice President and Director of Anschutz Company  |
| Bruce F. Black         | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • Executive Vice President and General Counsel of Anschutz Company   |
| Steven A. Cohen        | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • Executive Vice President of Anschutz Company   |
| Scott T. Carpenter     | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • Vice President of Anschutz Company   |

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|                   |  |   |  |
|-------------------|--|---|--|
| Matt Ancil        | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • | Vice President of Anschutz Company                                       |
| Richard M. Jones  | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • | Vice President, Senior General Counsel and Secretary of Anschutz Company |
| Wayne A. Barnes   | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • | Vice President and Chief Financial Officer of Anschutz Company           |
| Thomas G. Kundert | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • | Treasurer and Assistant Secretary of Anschutz Company                    |
| Michael B. Hilger | 555 17th Street,<br>Suite 2400<br>Denver, CO 80202 | • | Assistant Vice President   |

**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 18, 2013

REGAL ENTERTAINMENT GROUP

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

Date: March 18, 2013

ANSCHUTZ COMPANY

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

Date: March 18, 2013

PHILIP F. ANSCHUTZ

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