



## Cinedigm Launches the Largest All-Digital Independent Film Release With *OPA!* on October 16, 2009

### October 5 Virtual Premiere and Q & A with Cast - LIVE from Madame Tussaud's - to Kick Off Marketing Campaign

LOS ANGELES, Sep 30, 2009 (BUSINESS WIRE) -- Cinedigm (NASDAQ:CIDM), the global leader in digital cinema, in association with Ullman Family Film Productions, will release the Matthew Modine feature *OPA!* on Friday, October 16 in approximately 300 theaters nationwide. To kick off the campaign, Cinedigm will offer a simulcast screening of the film, coupled with a LIVE question-and-answer session with the cast, in 50 cities across the country on Monday, October 5, 2009. The LIVE event, which utilizes CineLive™ technology, will give audience members in these markets a sneak preview of the film and the chance to participate in an in-theater Q & A with Modine, his co-stars Agni Scott and Alki David, moderated by French Stewart (Modine's co-star at the Geffen Playhouse), all appearing via satellite from Los Angeles' *Madame Tussaud's*.

At the LIVE event on October 5, Modine and cast will take questions via text message from audience members nationwide, in an event designed to celebrate the film but to also raise awareness for *Susan G. Komen for the Cure(R)*, the global leader of the breast cancer awareness movement.

Cinedigm, in support of *Susan G. Komen for the Cure(R)* and Breast Cancer Awareness Month (October), also will promote a "text to donate" option during the LIVE Q&A and *Susan G. Komen for the Cure(R)* PSAs will run on Cinedigm's nearly 3,000 advertising screens nationwide during October. Since its inception in 1982, *Susan G. Komen for the Cure(R)* has invested more than \$1 billion toward breast cancer research.

"CineLive™ brings the experience of a live premiere - something that was formerly limited to Los Angeles and New York -- to moviegoers nationwide, giving them an opportunity to see and interact with their favorite stars from their local multiplex," said Bud Mayo, CEO of Cinedigm. "CineLive™ is the future of movie-going."

Directed by Udayan Prasad, *OPA!* stars Modine, Agni Scott, Alki David and Richard Griffiths.

**Story Synopsis:** On the magical Greek island of Patmos, the inhabitants have lived, danced, and laughed for thousands of years. But, with the arrival of a straight-laced, high-tech archaeologist, ERIC (Matthew Modine) everything could forever change. Eric soon finds himself swept into a world of picture-postcard scenery and romance. That is, until his satellite-guided equipment reveals that his most important find may be buried under the taverna owned by the object of his affection - the beautiful and uncompromising KATERINA (Agni Scott). Will Eric toss away a lifetime of work - and the hope of fulfilling his father's deepest wish - for the love of a vivacious and independent woman?

For more information, visit [www.opafilm.com](http://www.opafilm.com).

### **About Cinedigm**

Cinedigm is the worldwide leader in providing the services, experience, technology and content critical to transforming movie theaters into networked digital entertainment centers. The company works with all major Hollywood movie studios and exhibitors to manage and project cinema-quality content in digital format - bringing a crystal clear image and an array of new content choices to audiences across the country. Cinedigm's digital cinema deployment organization, software, satellite and hard drive digital movie delivery services; pre-show in-theater advertising services; and CineLive(R) distribution platform for alternative content such as live sports events and concerts provide a complete suite of services necessary to enable the digital theatre conversion. Additional information about the company is available at [www.Cinedigm.com](http://www.Cinedigm.com). You can also follow Cinedigm on Facebook and Twitter for all the latest news. [CIDM-G]

### **About CineLive™**

Cinedigm's CineLive product has been developed in conjunction with International Datacasting Corporation (TSX:IDC) and Sensio(R) Technologies Inc. (Sensio) (TSX.V:SIO) under an exclusive domestic license agreement with Cinedigm and is designed to work with Cinedigm's satellite network and digital cinema systems equipped with 3-D technology.

DMA	Theatre	City	ST Zip
New York, NY	Pavillion Digital Showcase Theatre	Brooklyn	NY 11215
New York, NY	Chelsea	New York	NY 10011
Los Angeles	Chinese	Hollywood	CA 90028
Los Angeles	UltraStar Apple Valley 14	Apple Valley	CA 92308
Philadelphia, PA	RMP Promenade 16	Center Valley	PA 18034
Philadelphia, PA	RMP Ridgmar 13	Fort Worth	TX 76116
Dallas-Ft. Worth, TX	RMP North East Mall 18	Hurst	TX 76053
Atlanta, GA	Carmike Conyers Crossroads 16	Conyers	GA 30013
Houston, TX	RMP Yorktown 15	Houston	TX 77084
Detroit, MI	Emagine Entertainment Novi	Novi	MI 48377
Phoenix	UltraStar Surprise Pointe 14	Surprise	AZ 70816
Tampa-St. Pete et al, FL	Carmike Royal Palm 20	Bradenton	FL 34203
Minneapolis-St. Paul, MN	Carmike Oakdale 20	Oakdale	MN 55128
Orlando et al, FL	RMP Avenue 16	Melbourne	FL 32940
Charlotte, NC	Carmike 14	Hickory	NC 28602
Indianapolis, IN	RMP Metropolis 18	Plainfield	IN 46168
San Diego	UltraStar Chula Vista 10	Chula Vista	CA 91910
Raleigh-Durham	Carmike Market Fair 15	Fayetteville	NC 28314
Nashville, TN	Thoroughbred 20	Franklin	TN 37067-8267
Columbus, OH	RMP Polaris 18	Columbus	OH 43240
Cincinnati, OH	RMP West Chester 18	West Chester	OH 45069
Salt Lake City	Carmike Wynnsong 12-Provo	Provo	UT 84604-5605
Greenville-Spartanburg-Asheville-Anderson	Carmike 10-Asheville	Asheville	NC 28815
West Palm Beach-Ft. Pierce	Rave Port St. Lucie 14	Port St Lucie	FL 34986
Grand Rapids et al, MI	Celebration! Cinemas Grand Rapids - North	Grand Rapids	MI 49525
Birmingham, AL	RMP Patton Creek 15	Hoover	AL 35244
Las Vegas	Rave Town Square 18	Las Vegas	NV 89119
Albuquerque-Santa Fe	Telshor 12 (Las Cruces, NM)	Las Cruces	NM 88011
Oklahoma City	Carmike 10-Stillwater	Stillwater	OK 74075-2976
Greensboro-H. Point-W. Salem	Carmike Wynnsong 12-Winston-Salem	Winston-Salem	NC 27103-1360
Little Rock-Pine Bluff	Rave Colonel Glenn 18	Little Rock	AR 72210
Knoxville	Carmike Wynnsong 16-Knoxville	Knoxville	TN 37923-4902
Mobile-Pensacola	Wynnsong 16	Mobile	AL 36695
Mobile-Pensacola	Rave Bayou 15	Pensacola	FL 32503
Flint-Saginaw et al, MI	Emagine Hollywood 10	Birch Run	MI 48415
Roanoke-Lynchburg	Carmike 10	Roanoke	VA 24014
Des Moines-Ames	Carmike Wynnsong 16-Johnston	Johnston	IA 50131-1799
Huntsville	Valley Bend 18	Huntsville	AL 35802
Champaign-Springfield	Beverly Center 18	Champaign	IL 61821
Chattanooga	East Ridge 18	Chattanooga	TN 9477
Harlingen-Brownsville-McAllen	Carmike 20	Edinburg	TX 78539
Tri Cities, TN-VA	Johnson City 14	Johnson City	TN 37601
Colorado Springs	Chapel Hills 15	Colorado Springs	CO 80920-3474
Baton Rouge	Rave Mall of Louisiana 15	Baton Rouge	LA 70836
Savannah	Carmike Wynnsong 11-Savannah	Savannah	GA 31419-1618
Evansville, IN	East 18 Evansville	Evansville	IN 47712
Greenville-N. Bern-Washington	Carmike 16-Jacksonville	Jacksonville	NC 28546
Tyler-Longview (Lufkin&Nacogdoches)	Carmike 14-Tyler	Tyler	TX 75703
Lansing	NCG Lansing Eastwood	Lansing	MI 48912
Peoria-Bloomington	Grand Prairie 18	Peoria	IL 61615
Montgomery	Rave Festival Plaza 16	Montgomery	AL 36116
Columbus, GA	Carmike 15	Columbus	GA 31909
Topeka, KS	Seth Childs 12	Manhattan	KS 66502
Missoula	Carmike 10-Missoula	Missoula	MT 59808-5124

Photos Available at [www.cinedigm.com/press](http://www.cinedigm.com/press)

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