



Access Integrated Technologies Announces Four Major Studio Agreements Supporting its 'Phase Two' Deployment of up to 10,000 Digital Cinema Projection Systems

- Walt Disney Studios, Twentieth Century Fox, Paramount Pictures, and Universal Pictures Agree to Supply Content to Networked Digital Cinema Systems

MORRISTOWN, N.J., March 11, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Access Integrated Technologies ("AccessIT") (Nasdaq: AIXD) today announced commitments from four major motion picture studios, including The Walt Disney Studios' Motion Pictures ("WDSMP"), Twentieth Century Fox ("Fox"), Paramount Pictures ("Paramount"), and Universal Pictures ("Universal"), to provide movies to up to 10,000 digital cinema systems in the United States and Canada in conformance with the DCI specifications. These commitments signal the official beginning of AccessIT's "Phase Two" Digital Cinema Program.

AccessIT intends to deploy up to 10,000 systems throughout the U.S. and Canada over the next three years. The studios have agreed to pay virtual print fees, for a limited time only, for movies projected on AccessIT systems, further underscoring their commitment to advance the industry's transition to digital cinema.

"We are thrilled that we have come to an agreement with AccessIT, the global leader in Digital Cinema, to supply content to their 'Phase Two' plan for deployment of networked digital cinema systems," said Chuck Viane, distribution president, WDSMP. "AccessIT's digital cinema rollouts are already allowing consumers to enjoy the highest quality cinema experience available while providing clear benefits to our exhibitors. AccessIT's technologies, management, and financing have aided exhibitors across the U.S. to enter the digital cinema era. We couldn't be more pleased with the top-of-the-line performance of networked digital cinema systems they have deployed which have enabled our movies to be presented in the highest digital viewing quality available."

Bruce Snyder, president of distribution at Twentieth Century Fox, said: "We could not be more pleased. AccessIT's proven ability to bring digital cinema systems to theatres is unmatched in the industry. We believe the efficiency, image quality and, most importantly, the overall movie going experience is greatly enhanced on more than 3,700 of the DCI-conforming digital projection systems already installed by AccessIT throughout the country, and we look forward to supporting our valued partner through this expanded plan by delivering Fox movies to their systems."

Julian Levin, executive vice president Twentieth Century Fox, who spearheaded Fox's participation in the DCI process and who is also the senior Fox architect for this arrangement with AccessIT, added: "The great success the industry is experiencing with the systems already installed by AccessIT makes our continued commitment to the company and to digital cinema a win-win. The benefits resulting from a digital platform include a more efficient and flexible distribution and exhibition infrastructure, as well as digital 3D exhibition capability. We look forward to continuing our relationship with such a great partner."

"AccessIT's proven ability to professionally deploy and manage digital cinema installations helps us provide moviegoers with the most visually enhanced theatre experience possible," said Mark Christiansen, Paramount Pictures' Executive Vice President, Distribution. "This agreement signals yet another important step forward for the future of d-cinema and will also have a major impact on the availability of 3D projection in the U.S. and Canada. We will continue to support the transition to digital cinema by providing our movies, whenever possible, to appropriately equipped theatres."

"This is another major step forward in the transition to Digital Cinema," said Nikki Rocco, Universal's president of distribution. "Universal is pleased to continue working with AccessIT, helping to make digital cinema a reality for more movie-goers across the country. The success of the first AccessIT deployment makes us confident that their next deployment will be equally beneficial for Universal, exhibitors and movie fans."

Chuck Goldwater, president of AccessIT's Media Services Division, added: "AccessIT Digital Cinema's success would not have been possible without the early support of these studios. With their renewed support of this next chapter of our digital cinema program, the industry has a clear signal of the studios' continuing commitment to the digital future and all the benefits of that technology, especially 3D and alternative content. AccessIT is proud to be their trusted partner in making digital cinema happen."

"We appreciate the importance of the signings being announced today as a major step forward for AccessIT and the industry," commented Bud Mayo, chairman and chief executive officer of AccessIT. "This visionary group of major studio partners' endorsement of our Phase Two plan shows the industry that they continue to be extremely forward-thinking in the digital cinema space, and in supporting this venture in particular. We look forward to support from additional studios and exhibitors

and to creating more value for the motion picture industry as well as our shareholders."

AccessIT Digital Cinema is the industry-leading deployment program for Digital Cinema that provides the funding, operations and administration for the company's studio-supported Digital Cinema rollout plans. Its Phase Two plan for up to an additional 10,000 screens will provide networked, turnkey, Digital Cinema systems in conformance with DCI specifications, including AccessIT's unique Library Management Server(R) and Theatre Command Center(R) software. The system will also include digital projectors and JPEG 2000 media servers from a variety of vendors whose equipment is designed to meet the DCI specifications as well as a demanding set of performance and reliability requirements AccessIT developed through its success with the Phase One plan. To date, AccessIT has contracted for and completed the rollout of more than 3,700 systems in forty-one states with exhibitors, including Atlas Theatres, Allen Theatres, Carmike Cinemas, Celebration! Cinema, Cinema West, Cinetopia, Emagine, Galaxy Cinema, Marquee Cinemas, MJR Theatres, Neighborhood Cinema Group, Rave Motion Picture Theatres, Showplace Cinemas, UltraStar, and AccessIT's own Pavilion Digital Showcase Theatre.

Access Integrated Technologies, Inc. (AccessIT) is the global leader in providing integrated solutions for digital cinema. The Company's ground-breaking digital cinema networked services along with its Library Management Server(TM) and Theatre Command Center(TM) have enabled theatres across the United States to play more than six million digital showings of Hollywood features to date. AccessIT's comprehensive vendor neutral solutions provide advertising, pre-show entertainment, feature movies and alternative content, including live 2-D and 3-D events through its CineLive(R) satellite network, expanding box office sales and developing new ways to attract incremental revenues. Through its alternative content distribution division, The Bigger Picture, AccessIT offers channels of programming, including Opera, Kidtoons, Faith Based, Music, High Octane Sports and Anime. Access Integrated Technologies(R) and AccessIT(TM) are trademarks of Access Integrated Technologies, Inc. For more information on AccessIT, visit www.accessitx.com. [AIXD-G]

Contact Details:

Heidi Trotta
The Walt Disney Studios
818.560.7280
heidi.trotta@disney.com

Twentieth Century Fox
Chris Petrikin
310-369-4781
chris.petrikin@fox.com

Shaleek Wilson
Paramount Pictures
323.956.4635
Shaleek_wilson@paramount.com

Stacy Ivers
Universal Pictures
818.777.7216
Stacy.ivers@nbcuni.com

Suzanne Moore
Access Integrated Technologies, Inc.
973.290.0056
smoore@accessitx.com

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<http://www.accessitx.com>

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