



Cinedigm Brings a Second Major Live Sports Event in 3-D to Movie Theatres, Fans Nationwide

FedEx BCS National Championship Game to Air in Theatres Across 35 States on Cinedigm's CineLive (TM) Satellite Distribution Network on January 8th CineLive(TM) Is the Only System That Can Distribute Live, 3-D Cinema Transmissions Nationally First 3-D Live Sports Broadcasts Available to the Public

MORRISTOWN, NJ, Dec 16, 2008 (MARKET WIRE via COMTEX News Network) -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) (formerly AccessIT) today announced that it had struck a deal with Sony, FOX Sports and 3ality Digital to bring a second major sporting event in 3-D to its national network of digitally-enabled movie theatres. On Thursday, Jan. 8, Cinedigm will carry the FedEx BCS National Championship Game between the University of Florida and the University of Oklahoma to theatres in 35 states via its proprietary CineLive(TM) satellite network using the Sensio(R) 3-D Format the only system with a national footprint that can distribute live 3-D cinema transmissions. Earlier this month, Cinedigm, Turner Sports and the NBA announced a live 3-D broadcast of All-Star Saturday Night to multiplexes across the country. In addition to FOX Sports and Sony, top 3-D entertainment technology company 3ality Digital will shoot the game and provide image transmission support for the BCS broadcast.

"We are changing the way the public enjoys movie theatres," said Bud Mayo, Chairman and CEO of Cinedigm. "Tens of thousands of sports fans around the country now will have a chance to experience one-time sporting events, live, in 3-D, at their local multiplexes. We are delighted that major sports franchises and consumer brands are realizing the benefits of this new kind of entertainment for the public. Our growing national network of 80-plus top-quality theatres can help expand both the audience for sporting events, creating new revenue opportunities for sponsors and exhibitors, while giving more entertainment options to the average family."

First Commercial Live, 3-D Events

While private tests and select-theatre showings of live, 3-D sporting events have been conducted previously by Cinedigm and others, the BCS game on January 8th and the NBA All-Star Saturday Night on February 14th will be the first times that fans can purchase tickets to see live, 3-D sporting events at hundreds of screens in neighborhood multiplexes in 35 states.

Only National Footprint for Live 3-D

Cinedigm is the only digital cinema content and distribution management company that has put the technological infrastructure and distribution know-how in place to allow for this kind of large-scale national footprint. It has linked more than 80 theatres in the top DMAs to a proprietary satellite distribution network specially configured for both 2-D and 3-D transmissions. It has also outfitted more than 270 additional theatres across the country for digital cinema, extending its ultimate reach to more than 3700 screens in 40 states.

Unique, Flexible Distribution Platform

Cinedigm selects and contracts with separate companies who capture the events in 3-D and configure the live programming -- which is then transmitted to the Company. Cinedigm then uses its satellite network to transmit a super-sharp 3-D signal to a combination of digital cinema systems it has deployed to participating theatres, which can be managed via an easy-to-use Cinedigm-created interface. The Company has built its system to be vendor- and technology-neutral, giving theatres, vendors, sponsors and partners maximum flexibility when it comes to leveraging its platforms. This planning and expertise has made it the digital cinema partner of choice for the movie and entertainment industries.

Tickets and Locations

Tickets will be available as early as today and will be available online for most locations. Ticket prices are set by exhibitors but are expected to range between \$18 and \$22. To find the nearest participating theatre, go to www.CinedigmEntertainment.com.

About CineLive(TM)

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.

About Cinedigm

Cinedigm Digital Cinema Corp. is the global leader in fulfilling the promise of digital cinema. Its ground-breaking technology platform helps exhibitors, distributors, studios and content providers transform the consumer movie experience -- by expanding theatrical features to include not only movies but also live 2-D and 3-D performances such as sporting events, concerts and gaming. The Company also enables theatres to create exhibitions and advertising opportunities targeted to specific audience groups and locations thereby offering new revenue opportunities for these venues. Cinedigm's leading digital cinema platform and one-of-a-kind satellite delivery operations support more than 3,700 theatre screens equipped with DLP Cinema(R) projections systems across the United States with over nine million digital showings of Hollywood features to date.
www.Cinedigm.com [CIDM-G]

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