



Cinedigm Announces Agreements With Starplex Cinemas for Phase 2 Deployment Program

102 Screens to Transition to Digital Cinema

MORRISTOWN, NJ and LOS ANGELES, CA, Mar 17, 2010 (MARKETWIRE via COMTEX News Network) -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in the digital cinema industry, today announced Starplex Cinemas will participate in its Phase 2 digital cinema deployment program by transitioning 102 screens from analog to digital cinema projectors. Starplex will become Cinedigm Certified(TM) in 8 locations and will use Cinedigm's proven technology solutions.

"We are pleased to welcome the Starplex group of theatres to the Cinedigm family," said Cinedigm Chairman and CEO Bud Mayo. "We share a vision to improve the movie-going experience and to provide choices for Starplex's customers that only digital cinema allows."

Steve Holmes, CEO of Starplex Cinemas, said, "Starplex is very excited to be transitioning our circuit to digital cinema. Enabling our theatres to use the latest technology to bring feature movies and other exciting content to our customers is an opportunity to distinguish our theatres from others. We believe Cinedigm is the best partner for this transition and look forward to working with them."

"Starplex Cinemas is continually enhancing the movie-going experience for their audiences," said Chuck Goldwater, President of Cinedigm's Media Services Group. "Their innovations in theatre design and operations have been leading the way in the industry, and this is one more giant step in that direction. Cinedigm is honored to have been chosen as their partner in entering the digital world."

Cinedigm's Digital Cinema division is the industry-leading deployment program for Digital Cinema that facilitates the funding, installation support and administration for the company's studio-supported Digital Cinema rollout plans. In April 2008, the CBG, a buying program of the National Association of Theatre Owners (NATO) for small and independent theatre operators, announced the selection of Cinedigm as the digital cinema integrator of choice for the CBG's 600+ members in the United States and Canada.

To date, Cinedigm has contracted for and completed the rollout of nearly 4,000 systems in forty-one states with exhibitors including Atlas Theatres, Allen Theatres, B&B Theatres, Carmike Cinemas, Celebration! Cinema, Cinema West, Cinetopia, Dickinson Theatres, Emagine, Galaxy Cinema, Georgia Theatre Company, Great Escape Theatres, Marquee Cinemas, Krikorian Premiere Theatres, MJR Theatres, Neighborhood Cinema Group, Premiere Cinema Corp., Rave Motion Picture Theatres, R/C Theatres, Showplace Cinemas, Times Square Cinema, UltraStar, and Cinedigm's own Pavilion Digital Showcase Theatre.

Its Phase 2 plan for up to an additional 10,000 screens will provide networked, turnkey Digital Cinema systems in conformance with DCI specifications.

About Cinedigm Cinedigm is the leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company is a technology and services integrator that works with Hollywood movie studios, independent movie distributors, and exhibitors to bring movies in digital cinema format to audiences across the country. Cinedigm's digital cinema deployment organization, software, unique combined satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and distribution platform for alternative content such as CineLive(R) 3-D and 2-D sports and concerts, thematic programming and independent movies provide a complete suite of services required to enable the digital theater conversion. www.cinedigm.com [CIDM-G]

About Starplex Cinemas Starplex Cinemas prides itself in providing customers with the most exciting theater experience possible. The company operates 21 theaters with 208 screens in Texas, Oklahoma, Washington, Florida, Indiana, Illinois, Ohio and California. Starplex Cinemas is scheduled to open two new theaters in Kingwood, TX (June 2010) and Lake Worth, TX (November 2010) bringing their total to 236 screens in 2010. Visit www.starplexcinemas.com for more information.

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