



Cinedigm Announces Agreements With Movie Tavern for Phase 2 Deployment Program

110 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 Movie Tavern will add its 110 screens to Cinedigm's Phase 2 digital cinema deployment program. Movie Tavern's Cinedigm Certified(TM) digital cinema systems will include Cinedigm's proven technology solutions.

"Movie Tavern is thrilled to be transitioning to digital cinema and to be working with Cinedigm," said John Hersker, CEO of Movie Tavern. "The future of theatres is digital cinema and we know that making this transition is the beginning of the future for our circuit and for our customers."

"Movie Tavern is already bringing its customers a unique experience. Now that they are adding the flexibility and other benefits of digital cinema, we're excited to see their creativity shine with alternative content offerings," said Bud Mayo, Chairman and CEO of Cinedigm.

Chuck Goldwater, President of Cinedigm's Media Services Group, said, "We are proud to add Movie Tavern to our growing family of exhibitor partners. Their innovative theatre concept will be even further enhanced by the benefits of digital cinema that Cinedigm's programming is uniquely positioned to bring to exhibitors including live events in 3D."

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 Movie Tavern LLC Movie Tavern is the fastest growing cinema eatery chain in the United States. Movie Tavern serves a full menu of flavorful, chef-prepared Classic American favorites and great drinks to its guests while they enjoy first-run feature films in state-of-the-art, comfortable auditoriums. Current Texas locations include Arlington, Bedford, Denton, Ft. Worth, Houston and Humble, and a new Movie Tavern open on West 7th Street in Fort Worth. Movie Tavern also operates locations in Atlanta, Ga.; Williamsburg, Va.; Aurora, Colo.; Lexington, Ky.; and Columbus, Ohio, with further expansion planned for additional markets. Visit www.movietavern.com for more information.

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