



June 1, 2011

## **Cinedigm Digital Cinema and National Geographic Entertainment to Distribute Groundbreaking Documentary "LIFE IN A DAY" From Oscar(R)-Winning Filmmakers Kevin Macdonald and Ridley Scott**

**User-Generated Film From Worldwide YouTube Community Offers Snapshot of Life on Earth on July 24th, 2010**

**Premiere Screenings in Digital Cinemas Across the Country; Select Number of Theaters Will Participate in LIVE Q&A With Filmmakers to Mark One Year Anniversary**

HOLLYWOOD, CA -- (MARKET WIRE) -- 06/01/11 -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in digital cinema, and National Geographic Entertainment will co-distribute the documentary LIFE IN A DAY to digital theatres across the country, it was announced today by Cinedigm Chairman Chris McGurk and Daniel Battsek, National Geographic Entertainment President. The film is directed by Oscar®-winner Kevin Macdonald (THE LAST KING OF SCOTLAND, ONE DAY IN SEPTEMBER) and executive produced by Oscar®-winner Ridley Scott (GLADIATOR, BLADE RUNNER). A select number of the theatres will participate in a LIVE, interactive segment with the film's creators following the special premiere screening on Sunday, July 24th, the one year anniversary of the original content capture. National Geographic will release the documentary theatrically on July 29th to select theatres across the country.

LIFE IN A DAY is an extraordinary, user-generated, feature-length documentary shot on a single day -- July 24, 2010. The film's creators invited the global YouTube community to capture this single day of their lives on camera and the world responded by submitting more than 80,000 videos to YouTube. The submissions represent over 4,500 hours of deeply personal, powerful film originating around the world from Australia to Zambia, from the heart of bustling major cities to the most remote reaches of the earth.

"LIFE IN A DAY is a wonderful opportunity to hear the voices of extraordinary people describing the world as they see it -- telling us their fears and loves," said Macdonald. "I always knew this would say something fascinating about who we are as a species and what we value -- but I never realized how emotionally affecting the result would be."

Crafted by Macdonald, executive producer Ridley Scott, producer Liza Marshall and editor Joe Walker, LIFE IN A DAY offers a unique experience that shows with beautiful, humorous and joyful honesty, what it's like to be alive on earth today.

"We are thrilled to bring this powerful and touching documentary to theatres around the country," said McGurk. "Theatres are places where folks come together, to be together, to be moved together... and LIFE IN A DAY provides the perfect communal content."

"We saw this one-day special event on July 24th as a wonderful way to 'premiere' this movie prior to its more traditional theatrical release," said Battsek. "Many locations will be able to take part in a live experience where they can interact with the filmmakers directly, asking questions and getting unique insights."

For further information, please visit [www.cinedigm.com/lifeinaday](http://www.cinedigm.com/lifeinaday).

*Press Materials:*

<http://press.nationalgeographic.com/downloads/films/LifeInADay/>  
username: press | password: press

*About Cinedigm*

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company partners 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, satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and marketing and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies are a cornerstone of the digital cinema transformation. Cinedigm™ and

Cinedigm Digital Cinema Corp.™ are trademarks ©Cinedigm Digital Cinema Corp [www.cinedigm.com](http://www.cinedigm.com) [CIDM-G]

### *About National Geographic Entertainment*

National Geographic Entertainment (NGE) is part of National Geographic Global Media and combines into a single operating group National Geographic Films, National Geographic Cinema Ventures (NGCV), Kids Entertainment and Music & Radio. Over the last decade, NGE units have released and produced a number of successful films in both traditional and giant screen theaters, including the Oscar®-nominated documentaries "Restrepo" and "The Story of the Weeping Camel" and Oscar®-winner "March of the Penguins"; giant screen films "Sea Monsters: A Prehistoric Adventure," "U2 3D" and "Mysteries of Egypt"; and traditional feature-length films "The First Grader," "The Last Lions," "The Way Back" and "Amreeka." Daniel Battsek is president of NGF; Lisa Truitt is president of NGCV; and Mark Katz is president of NGCV distribution.

### *About YouTube*

YouTube is the world's most popular online video community allowing millions of people to discover, watch and share original videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

Press Contact:

For Cinedigm Digital Cinema:

Maggie Begley

[Maggie@mbcprinc.com](mailto:Maggie@mbcprinc.com)

310-301-1785

For National Geographic Entertainment:

Laura Kim

[laura.kim@insidejob-la.com](mailto:laura.kim@insidejob-la.com)

213-280 2273

Source: Cinedigm Digital Cinema

News Provided by Acquire Media