



June 19, 2012

Altive Media and Cinedigm Entertainment Group Form Alternative Content Partnership

LOS ANGELES, CA -- (Marketwire) -- 06/19/12 -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) and Altive Media announced today they are working together to jointly distribute alternative content in their respective territories of the United States and United Kingdom.

With the explosion of digital cinema across the world, theatres are now enabled to present engaging alternative programming including independent film, on-going series, concerts, documentaries, cartoons, as well as branded entertainment.

Recent releases by Cinedigm include: Life In A Day -- a Ridley Scott production with National Geographic, Google and YouTube; a one night special event for the documentary, No Room for Rockstars; a weekend screening event for the newest Pokemon movie; and ground-breaking Live 3D events with both the Foo Fighters and the UFC.

Set up just a few months ago, Altive Media has already made an impact with two releases: cult director Thierry Donard's extreme sports film At The Very Last Moment, filmed in heart-stopping 3D; and Kasabian Live! Live At The 02, an exclusive film of award-winning UK rock band, Kasabian -- regarded as a blueprint for stadium music acts wanting to reach out more widely to their followers.

"We are thrilled to work with Altive Media MD Craig Shurn and his team to bring alternative content to the UK and Ireland, including theatres such as London's iconic Empire Leicester Square, and conversely to bring fantastic European fare to our avid audiences," said Steve Savage, president of Cinedigm Entertainment Group.

Craig Shurn of Altive Media responded: "We're very excited to join forces with Cinedigm to create a dynamic partnership on both sides of the Atlantic. This strategic alliance can only add to the momentum and potential of alternative content and event cinema, which will benefit both theatre owners and their customers."

About Cinedigm

Cinedigm Digital Cinema Corp. is a leader in providing the services, experience, technology and content critical to transforming movie theatres into digital and networked entertainment centers. Cinedigm's digital cinema deployment and servicing organization, state of the art distributor and exhibition software, and marketing and distribution platform for alternative content and independent films are a cornerstone of the digital cinema transformation. With the April acquisition of New Video, the world's largest aggregator of independent digital content and leading distributor of quality entertainment, CIDM has created a new full service end-to-end digital studio, enabling the Company to acquire and distribute independent films and specialty content both theatrically and via digital, mobile and home media platforms. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp.

www.cinedigm.com

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About Altive Media

Altive Media was created to lead and capitalise on the new wave of alternative digital and 3D cinema media in the UK and is a sister company to the iconic UK cinema advertising giant Pearl & Dean. The management team has an unrivalled knowledge and experience base in cinema exhibition, marketing, distribution, sponsorship, advertising and digital technologies.

www.altivemedia.com.

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Source: Cinedigm Digital Cinema

News Provided by Acquire Media