



June 30, 2011

Cinedigm Digital Cinema, National Geographic Entertainment and YouTube Encourage Fans to Submit Hipstamatic App Photos for Inclusion in "Life in a Day" Theatrical Screenings

Winners in First Ever Theatrical Hipstamatic App Promotion to Have Photos Showcased on National Geographic Website and on Theatre Screens Across the Country

WOODLAND HILLS, CA -- (MARKET WIRE) -- 06/30/11 -- Cinedigm Digital Cinema (NASDAQ: CIDM) -- Fans of the upcoming user-generated feature documentary "Life in a Day" are being offered a chance to see their photos on the big screen via the largest theatrical promotion yet by Hipstamatic. Named App of the Year by Apple, Hipstamatic is a popular iPhone and iPod touch application that converts the device into a retro plastic camera. Information on the "Life in a Day" promotion can be found at <http://community.hipstamatic.com/contests/52>.

For the "Life in a Day" program, Hipstamatic App users are asked to submit photos of their own personal "Life in a Day." The top 20 photos, as chosen by National Geographic photo editors, will be featured on movie theatre screens around the country, the National Geographic photography homepage, and the www.YouTube.com/lifeinaday channel. During premiere screenings on July 24, fans will also be encouraged to VOTE for their favorite Hipstamatic photo by texting in their votes. The top three vote-getters will be awarded additional prizes and special placement on the National Geographic photography home page. The promotion runs June 28 through July 8 and culminates with the July 24 theatrical screenings. Following the special premiere screenings on July 24, the film will open in select theatres July 29.

"This promotion ties in perfectly with the user-generated nature of 'Life in a Day' and we're thrilled to offer this extraordinary opportunity to photographers around the world," said Jill Newhouse Calcaterra, chief marketing officer of distributor Cinedigm. "To have your work on big screens across the US is every amateur photographer's dream come true."

"This is the largest number of submissions we have ever received in a 24-hour period," said Mario Estrada, Hipstamatic Community Director and VP of Partnerships. "This kind of exposure doesn't come often, especially for the 20 awesome images that will be given a well deserved spot in the limelight. In short, I'm jealous I can't win!"

The Hipstamatic partnership follows two previously announced user-generated opportunities afforded to "Life in a Day" fans, including fan-requested hometown screenings and fan-created mash-up film trailers to be shown at the special screenings and distributed on YouTube. All fan-based "Life in a Day" activities can be found at www.youtube.com/lifeinaday.

"Life in a Day" 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"). They invited the global YouTube community to capture a single day of their lives on camera, and received more than 4,500 hours of footage from 192 countries. The resulting 90-minute film is a deeply personal, powerful journey that takes audiences around the world from Australia to Zambia, from the heart of bustling major cities to the most remote reaches of the earth.

ABOUT HIPSTAMATIC

Hipstamatic marked its one-year anniversary in December 2010 by being named App of the Year by Apple. Hipstamatic is a popular iPhone and iPod touch application that converts the device into a retro plastic camera. Characterized by vignettes, blurring, over saturation and discolored images, Hipstaprints have a casual and seemingly accidental snapshot feel. The Hipstamatic can be downloaded to any iPhone or iPod Touch sporting iOS 3.1+ software. For \$1.99 USD you can download the base model Hipstamatic 201. Additional lenses, film, and flash options can be added on within the app for \$0.99.

Links: Web: <http://hipstamaticapp.com/>

Itunes (direct link to App): <http://itunes.apple.com/us/app/hipstamatic/id342115564?mt=8>

About Cinedigm

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theatres 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® 3D and 2D sports and concerts,

thematic programming and independent movies is a cornerstone of the digital cinema transformation. Cinedigm™ and Cinedigm Digital Cinema Corp.™ are trademarks of Cinedigm Digital Cinema Corp. www.cinedigm.com [CIDM-G].

About National Geographic Entertainment and Cinema Ventures

National Geographic Entertainment (NGE) is part of National Geographic Global Media and combines into a single operating group National Geographic Films (NGF), National Geographic Cinema Ventures (NGCV), Kids Entertainment and Music & Radio. Over the last decade, NGE units have produced or released a number of successful films in both traditional, digital and giant screen theaters, including the Oscar-winning film "March of the Penguins," Oscar-nominated documentaries "Restrepo," and "The Story of the Weeping Camel"; 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.

Press Materials:

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

username: press | password: press

Trailer: <http://trailers.apple.com/trailers/independent/lifeinaday/>

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Source: Cinedigm Digital Cinema

News Provided by Acquire Media