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U.S. Theatrical Premiere of Pokemon the Movie: White--Victini and Zekrom Announced

Cinedigm Digital Cinema Will Release Brand-New Pokemon Film to More Than 300 Digital Theaters in December for One-Weekend Special Engagement

WOODLAND HILLS, CA -- (MARKET WIRE) -- 09/15/11 -- Pokémon™ fans across America will be marking their calendars for special limited engagement theatrical event this holiday season. The newest full-length Pokémon feature film, Pokémon the Movie: White--Victini and Zekrom, is coming to movie theater screens across the U.S. for one weekend only: December 3rd and 4th, 2011! As a special treat, fans can catch the debut of the movie's trailer this weekend, September 17th and 18th, on www.Pokemon.com immediately following an on-demand, online screening of the most recent feature-length movie, Pokémon--Zoroark: Master of Illusions.

The Pokémon Company International has partnered with innovative digital theatrical distribution company Cinedigm (NASDAQ: CIDM) to share Pokémon the Movie: White--Victini and Zekrom with its devoted fans for this limited, one-weekend-only screening event in more than 300 digital theaters across the United States. Pokémon fans will catch all the action and find out whether Ash can awaken the Legendary Pokémon Zekrom to help him stop the misguided Damon and save the Victory Pokémon Victini! A complete list of participating theaters will be announced shortly.

"We are thrilled to provide fans an opportunity to see this exciting new Pokémon feature film on the big screen," said Jill Newhouse Calcaterra, Chief Marketing Officer at Cinedigm. "Pokémon fans are a passionate group and will truly relish seeing this film together."

"It's going to be a lot of fun for the entire Pokémon community to get together and watch Pokémon the Movie: White--Victini and Zekrom," said J.C. Smith, director of Consumer Marketing for The Pokémon Company International. "We're excited to be working with Cinedigm to make this special engagement possible across the country."

As part of a Pokémon first, Pokémon the Movie: White--Victini and Zekrom is one of two feature-length films debuting in December. Launch details about the second movie, Pokémon the Movie: Black--Victini and Reshiram, will be coming soon.

For more information about Pokémon the Movie: White--Victini and Zekrom, please visit www.Pokemon.com/MovieWhite.

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, 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. Cinedigm™ and Cinedigm Digital Cinema Corp.™ are trademarks of Cinedigm Digital Cinema Corp www.cinedigm.com [CIDM-G]

About Pokémon

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit www.pokemon.com.

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