



## Open Road Films to Manage Theatrical Releases Using Cinedigm's TDS Distribution Software

### Open Road Films Is Latest Distribution Company to Partner With Cinedigm for Domestic Movie Distribution Technology

WOODLAND HILLS, CA -- (MARKET WIRE) -- 08/10/11 -- Cinedigm Digital Cinema Corp (NASDAQ: CIDM) announced today that Open Road Films will license Cinedigm's Theatrical Distribution System ("TDS") to serve as the platform to manage key aspects of Open Road's theatrical distribution to its domestic territories. Cinedigm expects implementation will be completed in time to support Open Road's first theatrical release, *Killer Elite*, which will be released nationwide on September 23, 2011.

Open Road Films is an innovative joint venture between the nation's top two theater operators, AMC Entertainment Inc. and Regal Entertainment Group. The foray into the distribution business by these top exhibitors comes at a unique time in the entertainment industry as the number of major studio releases has declined over the years and there is an increased demand for content.

"Tom Ortenberg and his entire Open Road team have been aggressive and forward-thinking since the day the company was announced," said Chris McGurk, CEO and Chairman of Cinedigm. "Open Road, Regal and AMC are breaking new ground in the industry and we are pleased to be a part of this history."

Cinedigm's TDS system streamlines the workflow associated with movie releases, integrates with all other key internal and vendor systems and manages all related transactions and business data, while providing real-time financial and management reporting.

"It's important that we have the most sophisticated and efficient software to track releases and maximize productivity," said Elliot Slutzky, Executive Vice President of Distribution for Open Road Films. "Cinedigm's TDS system is a powerful solution designed specifically for movie distributors of all sizes, making it the perfect choice for Open Road."

"We appreciate the opportunity to work with the veteran team at Open Road Films as they bring their unique vision to the theatrical marketplace," said Jim Miller, president of Cinedigm's software division. "We look forward to their insight and perspective as we innovate new technologies for the industry."

#### *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-theatre 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](http://www.cinedigm.com) [CIDM-G]

#### *About Open Road Films*

Founded earlier this year by AMC Entertainment Inc. (AMC) and Regal Entertainment Group (Regal), the two largest theatrical exhibition and entertainment companies in the United States, Open Road Films is a dynamic, acquisition-based domestic theatrical distribution company. Open Road Films' first release, *Killer Elite*, the action-thriller starring Jason Statham, Clive Owen and Robert De Niro, is scheduled for release nationwide on September 23, 2011. Other upcoming titles from Open Road include the survival thriller *The Grey*, directed by Joe Carnahan and starring Liam Neeson; *The Host*, based on Twilight series author Stephanie Meyer's best-selling book, which is scheduled for release on March 29, 2013; as well as the psychological thriller *Key Man*. More info on *Killer Elite* at: [www.KillerElite.com](http://www.KillerElite.com), [www.facebook.com/KillerEliteMovie](http://www.facebook.com/KillerEliteMovie) and @Killer\_Elite; more info on Open Road Films at: [www.openroadfilms.com](http://www.openroadfilms.com), [www.facebook.com/OpenRoadFilms](http://www.facebook.com/OpenRoadFilms) and @OpenRoadFilms.

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