Seven Arts Pictures Announces US Release of "The Pool Boys"

LOS ANGELES, CA -- (MARKET WIRE) -- 08/17/11 -- Seven Arts Pictures PLC (NASDAQ: SAPX) ("Seven Arts") today announced it has finalized plans for the US release of "The Pool Boys" (the "Film"). Cinedigm Entertainment Group (NASDAQ: CIDM) ("Cinedigm") will release the Film theatrically on between 75 to 100 screens in the top fifty markets on September 30, 2011. Entertainment One ("eOne"), which acquired North American home entertainment and digital rights for the Film, will then release "The Pool Boys" on DVD, Blu-ray and digital platforms in December.

"The Pool Boys" is the hilarious new comedy from the makers of "American Pie." Starring Matthew Lillard, Brett Davern, Efren Ramirez, Rachel LeFevre and Tom Arnold, the film chronicles the playful mischief that results when a pool boy and a gardener and some women practicing the world's oldest profession throw a massive party in the empty home of one of their clients.

"We are thrilled to have put together such an exciting team for the release of 'Pool Boys,'" said Peter Hoffman, CEO of Seven Arts. "All of our partners on this release are working together on an innovative release that will really get our film seen by its target audience. We couldn't be more pleased."

"We look forward to using Cinedigm's precision marketing and digital cinema distribution capabilities to bring 'The Pool Boys' directly to targeted audiences across the nation," said Jonathan Dern, President of Cinedigm.

Entertainment One's U.S. President Michael E. Rosenberg said, "eOne is excited to be partnering with Seven Arts on 'Pool Boys,' and are thrilled to bring this uproarious comedy to home viewing audiences."

About Seven Arts: Seven Arts Pictures PLC was founded in 2002 as an independent motion picture production and distribution company engaged in the development, acquisition, financing, production, and licensing of theatrical motion pictures for exhibition in domestic (i.e., the United States and Canada) and foreign theatrical markets, and for subsequent worldwide release in other forms of media, including home video and pay and free television.

About eOne: Entertainment One Ltd. (LSE: ETO) is a leading international entertainment company that specializes in the acquisition, production and distribution of film and television content. The company's comprehensive network extends around the globe including Canada, the U.S., the UK, Ireland, Benelux, France, Germany, Scandinavia, Australia, New Zealand and South Africa. Through established Entertainment and Distribution divisions, the company provides extensive expertise in film distribution, television and music production, family programming and merchandising and licensing. Its current rights library is exploited across all media formats and includes more than 20,000 film and television titles, 2,500 hours of television programming and 45,000 music tracks.

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 [CIDM-G]

Cautionary Information Regarding Forward-Looking Statements: Forward-looking statements contained in this press release are made under the Safe Harbor Provision of the Private Securities Litigation Reform Act of 1995. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from the anticipated.

Contact:

Seven Arts Pictures PLC US contact:

Peter Hoffman

+1 323 372 3080

phoffman@7artspictures.com

Or

Seven Arts Pictures plc UK contact:

Kate Hoffman

+44 203 006 8223

khoffman@7artspictures.com

Cinedigm Entertainment Group contact:

Jill Newhouse Calcaterra

+1 818 961 0809

jcalcaterra@cinedigm.com

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