



Four Distinguished Minnesota Exhibitors Standardize on NEC Display Solutions Digital Cinema Projectors

Cinema Entertainment Corp., Mann Theatres of Minnesota, Muller Family Theatres and United Entertainment Make Transition to Digital with NEC

CHICAGO--(BUSINESS WIRE)-- [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today the deployment of almost 400 NEC digital cinema projectors at four of the top Minnesota-based theater chains.

Cinema Entertainment Corp. (CEC), Mann Theatres of Minnesota, Muller Family Theatres and United Entertainment selected NEC digital cinema projectors for their conversion from film projection to digital.

The Minnesota exhibitors ordered select models from NEC's complete line of digital cinema projectors, including the NC1200, NC2000, NC3200S and NC3240S models, for almost all of their screens. Muller Family Theatres, in particular, tapped NEC's NC3200S and NC3240S digital projectors for its largest screens.

Cinedigm (NASDAQ: CIDM), the global leader in digital cinema conversion programs, is responsible for structuring and implementing the underlying VPF (virtual print fee) agreement that enables Cinema Entertainment's, Mann Theatres' and United Entertainment's conversion to digital cinema, as well as providing the entire administration responsibility of the VPF program.

Ballantyne Strong, Inc. (NYSE Amex: BTN) is the project's reseller and will provide installation, warranty and technical services to include support from its state-of-the-art network operations center. GDC Technology will provide the cinema servers.

"We are pleased to have a great relationship with these Minnesota-based theater chains," said Pierre Richer, President and COO of NEC Display Solutions. "NEC is able to offer a comprehensive technological solution for exhibitors to elevate the entire theater-going experience."

"Cinedigm welcomes the opportunity to help these Minnesota theaters reach their next level of growth," said Chuck Goldwater, President, Media Services Group at Cinedigm. "Making the transition to digital can seem daunting, but these exhibitors have entrusted their success to an experienced group of partners who won't let them down."

NEC digital cinema projectors are Digital Cinema Initiatives (DCI) compliant, which allows exhibitors to capitalize on current and future growth opportunities, and can be centrally managed, freeing up on-site theater personnel for more strategic activities.

"We're honored to be leading the Minnesota theaters deployment with GDC Technology, serve our distinguished role as NEC's master reseller for digital cinema projectors and also to provide the exhibitors with post-sale 24/7 technical support," said Gary Cavey, President and CEO of Ballantyne Strong.

"GDC prides itself on transforming the digital cinema technology for the Minnesota theaters, and welcomes the opportunity to work with our valued partners NEC, Ballantyne Strong and Cinedigm," said Dr. Man-Nang Chong, founder and CEO of GDC Technology.

For more information on NEC's digital cinema projectors, visit <http://necdisplay.com/category/digital-cinema-projectors>.

To learn more about financing options and current promotions, please visit <http://www.necdisplay.com/GoDigital>.

NEC's Cinema Advantage program offers Reward Points and exclusive promotions to small-to-medium-sized exhibitors. Visit <http://neccinemaadvantage.com> to register.

About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema

projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://necdisplay.com/digital-media-library>.

About VUKUNET

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit www.vukunet.com or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

About CEC Theatres (www.cectheatres.com)

CEC Theatres began a half-century ago in 1955, in St. Cloud, Minnesota. CEC Theatres currently operates over 137 screens in Minnesota, Iowa, Wisconsin and Nebraska. With company headquarters still located in St. Cloud, MN, CEC Theatres remains a family-owned company with a commitment to bringing state-of-the art theatre facilities to the communities it serves.

About Mann Theatres (www.manntheatresmn.com)

Mann Theatres was founded in 1935. In 1970, Marvin Mann expanded the operation when he purchased the Highland and Grandview theaters in St. Paul. Marvin's sons (and current owners of Mann Theatres) Stephen and Benjie, became involved in the early '70's. After working with and becoming partners with their father after 24 years, Marvin passed away in 1994 shortly before the opening of their Eagan location, which was dedicated in his memory. Since that time, Mann Theatres has opened multiple locations, including Hopkins, St. Louis Park, Movies 10 in Brainerd, Plymouth, Cottage-View, Grand Rapids, Champlin, and its newest location, Hibbing. In early 2009, Mann Theatres added 3D digital technology into their Plymouth & Champlin locations, with plans to expand further in 2010. Mann Theatres currently operates 11 locations, with a combined total of 79 screens. Mann Theatres' mission has always been to provide customers with the finest quality motion picture experience.

About Muller Family Theatres (www.mullerfamilytheatres.com)

Muller Family Theatres is a privately held, family-owned cinema chain based in Minnesota that owns and operates 104 screens across 8 locations.

About United Entertainment Corp. (www.uecmovies.com)

United Entertainment Corp. (UEC) is a privately held, family owned company based in Saint Cloud, MN that owns and operates 124 screens at 14 locations across 6 states. The company mission is to provide high quality entertainment at reasonable prices to the markets UEC serves.

About Ballantyne Strong, Inc. (www.strong-world.com)

Ballantyne Strong, Inc. is a provider of digital cinema projection equipment and services as well as cinema screens, motion picture projectors and specialty lighting equipment and services. The Company supplies major and independent theatre chains, top arenas, theme parks and architectural sites around the world.

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, 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® 3-D and 2-D 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 GDC Technology (www.gdc-tech.com)

GDC Technology ("GDC") is a subsidiary of the Hong Kong publicly listed company - Global Digital Creations Holdings Limited. As one of the leading global solution providers for digital cinema, media delivery and display markets, GDC has successfully delivered and installed digital cinema servers and advanced digital signage systems worldwide. GDC is currently the largest supplier of cinema servers throughout Asia and the second largest provider of cinema servers worldwide, serving its customers

through offices in the US, Singapore, Hong Kong and China. GDC also holds Virtual Print Fee ("VPF") agreements with major US studios and acts as a third-party for the major deployment of digital cinema systems in Asia and North America.

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