



Three Distinguished Minnesota Exhibitors Expand Relationships With Cinedigm Digital Cinema for Digital Deployment

Deal Will Enable the Rollout of 340 New Digital Cinema Screens

HOLLYWOOD, CA -- (MARKET WIRE) -- 08/11/11 -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in digital cinema, today announced long-term VPF deployment agreements with each of three industry leading Minnesota-based theatre chains: Cinema Entertainment Corp. (CEC), United Entertainment Corporation and Mann Theatres of Minnesota. This agreement expands the valued partnership between Cinedigm and these three exhibitors, each of which have been long-time customers of Cinedigm's in-theatre advertising company, UniqueScreen Media.

The agreement will enable the conversion of these theatres to digital cinema under the terms of Cinedigm's long-term Virtual Print Fee (VPF) agreements with all the major studios. Cinedigm will provide installation and implementation coordination and support with each company's equipment and service providers and the ongoing administration management responsibility of the VPF program.

Cinedigm's system will enable the theatres to provide consumers all-new digital entertainment options, including high quality live, 3D and alternative content programming.

The rollout comprises 340 screens and is expected to be completed by early 2012. Included in the deployment:

- Cinema Entertainment Corp. with 137 screens
- United Entertainment Corp. with 124 screens
- Mann Theatres, Inc. with 79 screens

Each of the three exhibitors ordered select models of NEC DISPLAY SOLUTIONS DIGITAL CINEMA projectors, including the NC1200, NC2000, NC3200S and NC3240S models, for almost all of their screens. GDC Technology will provide the cinema servers.

Ballantyne Strong, Inc. (NYSE Amex: BTN) is the project's reseller and will provide installation services, warranty and first-level service support, monitoring the health of each projector in the system from its network operations center.

"We took our time looking at all our options for our digital cinema program because it is a long term commitment and investment in our future," said Robert Ross, President, CEC Theatres. "We are confident we have made the right decision in selecting Cinedigm to work with to be part of that long term commitment to bring the quality and the new programming opportunities that digital cinema enables to our valued movie going customers."

"We are certain that in choosing Cinedigm we have made the best choice for United Entertainment for our digital cinema deployment program," said Michael Ross, President of UEC. "We look forward to taking full advantage of everything Cinedigm has to offer, including the highest quality digital cinema and unique alternative programming."

"Mann Theatres prides itself on offering its customers the highest quality entertainment," said Stephen Mann, President of Mann Theatres. "Utilizing Cinedigm's services and technology will enable us to continue our mission to provide moviegoers with a tremendous visual experience as well as enhance our overall entertainment value."

"It has been a pleasure working with each of these three exhibitors throughout the deal process," said Gary Loffredo, Cinedigm's General Counsel and corporate Senior Vice President Business Affairs. "We look forward to developing even more opportunities with them utilizing the full menu of Cinedigm digital applications featuring our software and alternative content programming."

"We have great respect for each of these exhibitors which we have known for many years as partners of our screen advertising division, Unique Screen Media," said Chuck Goldwater, President, Media Services Group. "They are each strong and proud family-run companies that each exemplify the best qualities of the exhibition business with their dedication to the finest in motion picture entertainment and first class service to their customers. We are delighted and proud to be extending our partnership with each of them for many more years to come."

Cinedigm's Digital Cinema division is the industry-leading deployment program for Digital Cinema. It facilitates the funding, installation, operations support and ongoing Virtual Print Fee ("VPF") administration for the company's Digital Cinema rollout plans throughout the United States and Canada. Cinedigm, which has signed long-term VPF agreements with all the major studios and interim agreements with dozens of independent distributors, is also the digital cinema integrator partner for the Cinema Buying Group ("CBG"), a buying program of the National Association of Theatre Owners (NATO) for independent theatre operators in the United States and Canada.

In the combined Phase One and Phase Two digital cinema deployment program, Cinedigm is responsible for deploying nearly 33% of all digital cinema screens in North America, including:

- Signed 9,400+ screens overall
- Installed over to 6,700 digital screens

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® 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 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 theatres 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 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 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 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 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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CONTACT

Jill Newhouse Calcaterra

jcalcaterra@cinedigm.com

310-466-5135

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