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GDC Technology Hires Ami Dror as Vice President of Sales and Marketing

Burbank, CA (January 23, 2008) - GDC Technology ("GDC") expands its business operation with the appointment of Mr. Ami Dror as Vice President of Sales & Marketing. Ami recently left XpanD where he was the VP of business development.

During his tenure at XpanD, Ami was responsible for global business development, sales and marketing. In addition he was a member of the company's senior management helping to create corporate business strategies. Before joining XpanD, Ami was the international marketing director of CPN Cinemas and of 3I - a private equity and venture capital company. Prior to his career in the private sector, Ami was a diplomat and took part in a variety of international missions. Ami spent two years in France, two years in Ireland and one year in Turkey and he has extensive international experience in global product development and roll-outs.

As Vice President of Sales & Marketing for GDC, Ami will work with exhibitors and digital cinema integrators to implement GDC's digital cinema and digital signage solutions.

"I am very excited to join GDC that pioneered the digital cinema revolution and is leading the way with innovative technologies and creative solutions", said Ami. "I've been using GDC's Digital Cinema solutions as a customer for many years. During this time I got to know the people that are powering GDC and I'm glad to be joining them."

About GDC Technology (*website: www.gdc-tech.com*)

GDC Technology ("GDC") is a subsidiary of the Hong Kong public listed company - Global Digital Creations Holdings Limited. GDC is one of the leading solution providers for digital cinema and digital media delivery and display markets. GDC has successfully delivered and installed over 1000 operating digital cinema servers worldwide, including Austria, Africa, China, Germany, Hong Kong, India, Indonesia, Korea, Singapore, Slovakia, Slovenia, Spain, Switzerland, Taiwan, Thailand, the Netherlands, the Philippines, the US and UK. More than 500 full-length feature films have been released digitally on GDC servers. GDC installed the world's first 2K digital cinema multiplex with its innovative DSR™ Cineplex Central Server, where digital content is streamed real-time from the DSR™ Cineplex Central Server to all the 2K screens.

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