



FOR IMMEDIATE RELEASE

Movie Tavern selects GDC servers for digital rollout

Burbank, California (April 15, 2010) – GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to announce the signing of a server deployment agreement with Movie Tavern, a fast growing US cinema eatery chain. The agreement involves the deployment of 76 GDC servers scheduled to commence in Q2 of this year with full deployment expected to be completed by the end of year. As part of Cinedigm’s Phase 2 digital cinema deployment program, GDC servers will be integrated with Series 2 DLP Cinema® projectors supplied by Barco. Participating theatres will become part of Cinedigm Certified™ digital cinema network.

Movie Tavern pioneered a unique cinema-eatery concept that has become a popular trend in recent years. The concept combines the enjoyment of movie-watching with an in-theatre dining experience that historically has not been provided by traditional cinemas. As the fastest growing cinema eatery in the US, Movie Tavern currently operates these unique venues in Texas, Colorado, Ohio, Kentucky, Georgia and Virginia, and is expected to cover at least 15 locations and 120 plus screens by year’s end.

"Movie Tavern is committed to giving its guests the very best film presentation possible. We know that GDC shares that commitment, and are excited to be able to partner with them to achieve our full conversion to digital cinema," said John Hersker, CEO and President of Movie Tavern.

“As an industry visionary who have pioneered and popularized the cinema-eatery concept in the US, Movie Tavern has always enjoyed a special status among its peers in the industry,” said Dr. Man-Nang Chong, founder and CEO of GDC Technology. “It gave us great honour to be the sole server provider to an industry innovator and we hope other US exhibitors would take cue from Movie Tavern’s decision and opt for GDC servers in their digital conversions.”

About GDC Technology (<http://www.gdc-tech.com>)

GDC Technology (“GDC”) is a subsidiary of a 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 major deployments of digital cinema systems in Asia.

About Movie Tavern LLC (<http://www.movietavern.com>)

Movie Tavern is the fastest growing cinema eatery chain in the United States. Movie Tavern serves a full menu of flavorful, chef-prepared Classic American favorites and great drinks to its guests while they enjoy first-run feature films in state-of-the-art, comfortable auditoriums. Current Texas locations include Arlington, Bedford, Denton, Ft. Worth, Houston and Humble, and a new Movie Tavern open on West 7th Street in Fort Worth. Movie Tavern also operates locations in Atlanta, Ga.; Williamsburg, Va.; Aurora, Colo.; Lexington, Ky.; and Columbus, Ohio, with further expansion planned for additional markets.

About Cinedigm Digital Cinema Corp. (<http://www.cinedigm.com>)

Cinedigm is the leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company is a technology and services integrator that works 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, unique combined satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies provide a complete suite of services required to enable the digital theater conversion. Cinedigm™ and Cinedigm Digital Cinema Corp.™ are trademarks of Cinedigm Digital Cinema Corp. [CIDM-G]

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