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GDC – RealD partnership clinches new deals on 3D deployment

CINEASIA, Hong Kong (December 9, 2009) – GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to announce that it has signed up a number of new customers for 3D deployment using RealD’s industry-leading 3D platform. This announcement comes on the heels of an agreement signed between GDC and RealD in April 2009 whereby GDC became a distributor for RealD’s 3D platform in Asia. Under the agreement, GDC serves as a representative for RealD, taking care of sales inquiries, technical support, maintenance, installation, marketing support, and on-going operations.

The newly signed-up customers include Broadway Circuit (Hong Kong), UA Cinemas (Hong Kong), Blitz Theatres (Indonesia), Ambassador Cinemas (Taiwan) and Shaw Cinemas (Singapore), with more expected in the pipeline. The signing of these deals marks a good start to the GDC-RealD partnership, which to date has accounted for close to 100 additional RealD 3D installations in Asia.

“In anticipation of the fast-expanding 3D market worldwide, RealD formed a strategic alliance with GDC earlier in the year to assist with the Asia Pacific region,” said Joseph Peixoto, president of worldwide cinema at RealD. “Our partnership with GDC is off to a solid start and we are confident we will see continued growth of our worldwide leading 3D technology in the Asian market.”

“We are witnessing a phenomenal growth in 3D digital cinema worldwide since the debut of new 3D technology in which RealD is the clear market leader,” said Dr. Man-Nang Chong, founder and CEO of GDC Technology. “The 3D market in Asia is poised for high growth mirroring the trend in the U.S and Europe. Our tie-up with RealD will further consolidate GDC’s position as a market leader in Asia, offering comprehensive digital cinema solutions in 3D.”

About GDC Technology (<http://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.

About RealD (<http://www.reald.com>)

RealD is the global leader in 3D, bringing the most advanced and enjoyable digital 3D experience to cinemas worldwide. RealD’s next-generation technology, deployed across the world’s largest 3D platform with over 9,000 screens under contract and 4,500 screens installed with 300 exhibition partners in 48 countries, provides a stunningly realistic viewing experience. Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with thirty years of development behind its systems. RealD’s mission-critical 3D visualization technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more.

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