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GDC TECHNOLOGY ANNOUNCES NEW DIRECTOR OF SALES AND MARKETING

IBC, Amsterdam (September 10, 2004) – GDC Technology announces plans to expand its business operation with the appointment of Joshua Chan as Director of Sales and Marketing. Joshua Chan has gained over 13 years of experience in both the entertainment and motion picture industry at Kodak, Singapore. Prior to joining GDC Technology, Joshua was Kodak's Country Business Unit Manager for Singapore, Indonesia and Malaysia. Geographically, he has earlier handled Singapore and other export markets including South Asia as well as Indo-China where he grew the businesses and market shares, working with the various distributors in the respective countries. Joshua spent 13 years at Kodak in Singapore primarily with Entertainment Imaging, the division that supplies products and services to the motion picture and television industry.

"Having been in the motion picture industry all this while, I have been excited about the evolution of digital cinema. I am looking forward to joining GDC Technology, one of the pioneers and leaders in the field", said Joshua. "I am committed to ensuring that we achieve our revenue targets. We are now experiencing a structural shift in the traditional film business and I am determined to win in these new digital markets with the elite engineering team at GDC Technology."

Besides leading the sales and marketing efforts at GDC Technology, Joshua Chan will accelerate the growth of GDC Technology's successful digital and electronic cinema businesses, expand the market share of GDC Technology's products and achieve the revenue targets.

About GDC Technology Private Limited

GDC Technology Private Limited is a Singapore incorporated company. It is a subsidiary of the Hong Kong Public Listed Company - Global Digital Creations Holdings Limited. GDC Technology pioneers digital post-production, delivery and presentation technologies. Known for its commitment to innovative engineering work, quality products and state-of-the-art technology, GDC Technology offers solutions on film transfer, post-production, delivery and presentation of digital content.

GDC Technology has successfully delivered and installed more than 200 digital/electronic cinema theatres in China, Hong Kong, India, Korea, Singapore, Taiwan, Thailand, United Kingdom and US. More than 80 full-feature digital films have been released using GDC Technology's DSR™ Digital Film Agile Encoder. GDC Technology installs the world's first 2k digital cinema multiplexes with DSR™ Cineplex Central Server in Singapore; each digital cinema multiplex has an average of five 2k digital cinema screens.

For more information on GDC Technology, visit www.gdc-tech.com.

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