



FOR IMMEDIATE RELEASE

Cinemex is partnering with GDC Technology to convert 1,500 screens throughout Mexico to digital

Mexico City, Mexico (November 7, 2013) – GDC Technology Limited (“GDC Technology”), a world leading digital cinema solution provider, is proud to announce that it has been partnering with Cinemex to supply the digital cinema servers with integrated media blocks (“IMB”) for Cinemex’s circuit wide digital deployment. Cinemex is the world’s sixth largest theatre chain. With the current deployment, the 1,500 screens over the 223 theaters across Mexico will be converted to digital. GDC Technology has also been providing technical service support, spare parts supply and comprehensive training classes to Cinemex through its branch office in Mexico City, Mexico.

With a well-founded reputation for delivering the ultimate cinema experience, Cinemex insists on selecting products with the best quality and reliability for its digital conversion. “After considering all of our options for our conversion, we concluded that GDC Technology offered the best performing server out of any other cinema server on the market. Furthermore, GDC Technology offered the most comprehensive local service support and training in the market,” commented Cinemex’s Director of Infrastructure. “Our experience with GDC Technology over the past 3 years leaves us feeling confident that we have made the correct decision for our deployment.”

“We’re honored to build this tremendous partnership with Cinemex for whom we have the utmost respect as a leader in Latin American exhibition,” commented Dr. Man-Nang Chong, founder and CEO of GDC Technology. “We will stand by Cinemex as a trustworthy partner to continuously supply first class products supported by the highest standards in customer service.”

About GDC Technology Limited (www.gdc-tech.com)

GDC Technology Limited ("GDC Technology") is a leading global digital cinema solutions provider with the largest installed base of digital cinema servers in the Asia-Pacific region and the second largest globally. GDC Technology develops, manufactures and sells digital cinema servers that meet the highly demanding performance, security and reliability requirements established by Hollywood studios. GDC Technology also provides a comprehensive suite of digital cinema products and services providing exhibitors and distributors with a one-stop solution for exhibiting digital cinema content, including integrated projection systems, 3D products, projector lamps and silver screens. Its subsidiary, GDC Digital Cinema Network Limited, has 6 years of VPF experience and manages over 4,600 screens across 600 VPF agreements with worldwide content distributors and exhibitors. Founded in Singapore in 1999 and headquartered in Hong Kong, GDC Technology has established a global market presence and strong brand recognition with 11 offices and 28 local service centers around the world. GDC Technology is a portfolio company of The Carlyle Group.

About Cinemex (<http://www.cinemex.com>)

Cinemex is the sixth largest cinema chain worldwide, with 223 sites, 2,000 screens, 8,000 employees and continued growth within Mexico. Founded in 1995 with the intent to revolutionize the movie entertainment industry in Mexico, Cinemex began installing multiplexes and stadium-style seating with the primary focus of attending to the guests every need. Today Cinemex continues to offer innovating concepts in cinema-going including Platino Cinemex and Cinemex Premium, state-of-the-art theatres



Powering your digital cinema experience



equipped with luxury seating and first-class dining, Cinemex 3D, the 4D experience, Casa de Arte and alternative content. At Cinemex, being the best in entertaining our guests is our main goal.

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