



FOR IMMEDIATE RELEASE

GDC Servers Chosen by Great Escape Theatres for Digital Cinema Rollout

Burbank, California (March 12, 2010) – GDC Technology (“GDC”), a world leading digital cinema solution provider, today announced that it has successfully sealed a server deployment deal with Great Escape Theatres (“Great Escape”), an Indiana-based cinema chain in the US. Deployment is scheduled to take place in the early part of 2010 and is expected to involve a total of 174 GDC SA-2100A servers.

As one of the fastest growing and most successful movie chains in the country, Great Escapes Theatres focuses on the mid-sized markets with populations from 100,000 to 400,000. The chain currently operates 277 screens at 24 sites in Georgia, Illinois, Indiana, Kentucky, Nebraska, Missouri, Ohio, Pennsylvania, Tennessee and West Virginia, with 28 screens currently under construction for 2010.

Chance Ragains, COO of Great Escape Theatres, remarked: “Our corporate philosophy has been simple and effective – build a quality, cost efficient movie theatre in underserved markets and the audience will come. As part of our strategy, selecting GDC means we can serve our markets with high quality screen servers that deliver the most consistent performance at the best cost.”

Anne Ragains, CEO of Great Escape Theatres, said: “We selected GDC servers because they have a proven track record of reliability. In addition, the GDC team is great to work with and they are willing to go that extra mile to make sure the customer is satisfied.”

“This contract is one of our largest in the US and we are heartened by our progress in the North America market,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “We owe our success to the trust and support from our customers who we believe, have come to appreciate the excellent value in GDC’s product offerings. GDC is fully committed to continue providing its expertise and technical know-how to help exhibitors in North America map out their digital future.”

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.

Great Escape Theatres (<http://www.greatescapetheatres.com>)

Great Escape Theatres was formed in 1997 and is based in New Albany, IN. The company currently operates 277 screens at 24 sites in Georgia, Illinois, Indiana, Kentucky, Nebraska, Missouri, Ohio, Pennsylvania, Tennessee and West Virginia, with 92 screens in development for 2010 and beyond. As one of the fastest growing and most successful motion picture exhibitors in the country the corporate philosophy of Great Escape has been simple and effective -- build a quality, cost efficient movie theatre in underserved markets and the audience will come. Great Escape has focused on the mid-sized markets with populations from 100,000 to 400,000.

GDC Media Contact:

Connie Wong
GDC Technology
Unit 2, 21/F., Kodak House II,
39 Healthy Street East, North Point, Hong Kong
Fax: (852) 2579 1131
Email: connie.wong@gdc-tech.com

Great Escape Theatres Media Contact:

Chance Ragains
Great Escape Theatres
300 Professional Ct. Suite 200
New Albany, IN 47150
Tel: 812-945-4006
Email: cragains@alianceent.com