



**FOR IMMEDIATE RELEASE**

**B&B Theatres selects GDC servers for digital deployment**

Sterling, Virginia (June 9, 2010) — GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to announce it has been selected by B&B Theatres for its digital cinema conversion program. B&B Theatres brings their 205 screens to the program and plans for a complete deployment over the next 24 months whereby Sonic Equipment Company will be providing the equipment, technical support, and installation services.

Founded in 1924, B&B Theatres is a family owned and operated company specializing in the operation of cinemas within medium sized cities in the Midwest. B&B Theatres is currently ranked as the 25<sup>th</sup> largest theatre company in the US and operates 200 screens throughout Florida, Kansas, Missouri, and Oklahoma. “I am pleased with our decision to use GDC servers as we move forward with the complete digital transformation of our company,” said Bob Bagby, president of B&B Theaters. “We have found the servers to be extremely reliable and look forward to installing this great product in all of our new digital installs.”

Since its founding in the early 1970’s, Kansas-based Sonic Equipment Company has been a cinema solution provider servicing customers across the Midwest from Ohio to Texas. In recent years, Sonic has become the choice integrator of digital cinema for many independent exhibitors, offering a full range of products and services that include equipment selection, system installation, maintenance packages as well as financing. “There was no hesitation when recommending that B&B Theatres utilize GDC cinema servers for the digital conversion of the entire B&B circuit,” said Steve Zimmerman, Sonic’s director of business management. “The quality of the product and continued support provided by GDC made this an easy choice to make.”

“Sonic’s digital cinema package offers great flexibility that really meets the business needs of independent theatre operators and we are happy to say that our partnership with Sonic has been delivering great results for exhibitors from day one,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “GDC is pleased to welcome B&B Theatres into our rapidly expanding family of GDC server users in the US. With more 3D releases coming out of Hollywood and customer demand for a high quality viewing experience, cinema operators are ready to embrace the digital wave. GDC and Sonic look forward to working with more theatre operators in the US to bring the best digital experience to their audiences.”

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**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 a global leader in digital cinema solutions, 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 is 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 Sonic Equipment Company (<http://www.sonicequipment.com>)**

Sonic Equipment Company is a one stop provider for all of your Digital Cinema needs. From site survey to install, our knowledgeable staff is there with you. Our certified and bonded technicians will work you and your staff through the install and training. Be sure to ask about their Digital Service options.



**About B&B Theatres** (<http://www.bbtheatres.com>)

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**B&B Theatres**



**GDC SX-2001A Digital Cinema Server**