



FOR IMMEDIATE RELEASE

Starplex Cinemas selects GDC servers for digital rollout

Burbank, California (April 13, 2010) – GDC Technology (“GDC”), a world leading digital cinema solution provider, announced today an exclusive server deal with Starplex Cinemas, a leading US cinema chain based in Dallas, Texas. The agreement involves the deployment of 99 GDC servers and installation has been scheduled to commence in Q2 of this year. As part of Cinedigm’s Phase 2 digital cinema deployment program, GDC servers will be integrated with Series 2 DLP Cinema® projectors supplied by Barco. Participating theatres will become part of Cinedigm Certified™ digital cinema network.

As a chain operator that runs a traditional cinema business, Starplex Cinemas currently operates 21 theatres with 208 screens in the states of Texas, Oklahoma, Washington, Florida, Indiana, Illinois, Ohio and California. With new theatres soon to be added in Kingwood and Lake Worth, Texas, the total number of screens will reach 236 this year. Steve Holmes, CEO of Starplex Cinemas, remarked: “Starplex Cinemas is pleased to announce our partnership with GDC Technology. Starplex went through an extensive testing period with GDC Technology and feels confident it will support the current and future demands of digital projection. We will introduce GDC Technology in 9 of our current locations, and we look forward to our future success with the implementation of GDC.”

Bill Knight, Director of Construction and Technical Services for Starplex Cinemas, said: “It is a great pleasure to announce GDC as our digital server provider. GDC is a leader in the digital server field and are consistently making cutting edge technological advances. We have been through a thorough trial period and GDC has been proactive in resolving any issues. I feel confident it will be a seamless digital deployment now and in the future. Thanks to Annie Wang and Paul Marcot, we have gained the upmost confidence in not only the GDC product, but also the GDC team.”

“This partnership with Starplex Cinemas represents a major step forward in growing GDC’s presence in the US market,” said Dr. Man-Nang Chong, founder and CEO of GDC Technology. “We are delighted that after an extensive test trial, Starplex Cinemas gave us the thumbs up and chose GDC for their digital cinema deployment. GDC is fast gaining traction in North America and we are confident we will maintain this momentum as more exhibitors here begin to realize GDC’s many advantages over others.”

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 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 major deployments of digital cinema systems in Asia.

About Starplex Cinemas (<http://www.starplexcinemas.com>)

Starplex Cinemas prides itself on providing customers with the most exciting theatre experience possible. The company operates 21 theaters with 208 screens in Texas, Oklahoma, Washington, Florida, Indiana, Illinois, Ohio and California. Starplex Cinemas is scheduled to open two new theaters in Kingwood, TX (June 2010) and Lake Worth, TX (November 2010) bringing their total to 236 screens by years end.

About Cinedigm Digital Cinema Corp. (<http://www.cinedigm.com>)

Cinedigm is the leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company is a technology and services



integrator that works with Hollywood movie studios, independent movie distributors, and exhibitors to bring movies in digital cinema format to audiences across the country. Cinedigm's digital cinema deployment organization, software, unique combined satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies provide a complete suite of services required to enable the digital theater conversion. Cinedigm™ and Cinedigm Digital Cinema Corp.™ are trademarks of Cinedigm Digital Cinema Corp. [CIDM-G]

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