

## **CINEDIGM, NEC, BALLANTYNE TEAM TO BRING DIGITAL CINEMA SYSTEMS TO THEATRE OPERATORS NATIONWIDE**

### ***Strong Technical Services Will Provide Additional Service Program to Exhibitors***

**Santa Clara, Calif., March 31, 2009** — Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) (formerly AccessIT), together with Ballantyne of Omaha, Inc. (NYSE Amex: BTN) and NEC Corporation of America announced today the mutual signing of a Supply Agreement to offer NEC digital cinema systems to theatres nationwide.

Under the agreement, NEC projectors would be sold to Cinedigm's Phase 2 entity by Ballantyne pursuant to its Master Reseller agreement with NEC. The agreement also includes a service program from Ballantyne's Strong Technical Services (STS) subsidiary. The service program provides exhibitors ongoing technical support and services including onsite installation and maintenance services.

"We are excited to have NEC, Ballantyne, and STS join us in our mission to digitally-equip theatres across the country," said Bud Mayo, Chief Executive Officer of Cinedigm. "Based on our strict internal screening process and their reputation in the field, we are confident that NEC, Ballantyne and STS will provide industry-leading equipment and excellent service and support to prospective clients, and we look forward to working together in the years ahead."

Chuck Goldwater, President of Cinedigm's Media Services Group added, "This agreement underlines Cinedigm's commitment to providing comprehensive vendor neutral solutions to our exhibitor partners. The addition of NEC, Ballantyne and STS to our roster of experienced vendor partners creates significant value for our clients by offering increased options and flexibility as they decide to convert to digital."

"Ballantyne and STS are thrilled to team with Cinedigm to provide theatre owners the hardware, installation services, and training needed to create a seamless transition to digital operations," stated John Wilmers, President and CEO of Ballantyne of Omaha. "We are confident exhibitor clients will be completely satisfied with our combined solution."

"Cinedigm is the world's leading provider of digital cinema technology and services and NEC is delighted to partner with them through Ballantyne in their ongoing rollout to theatres nationwide," said Jim Reisteter, general manager, Digital Cinema Division, NEC Corporation of America. "Our collaboration with Cinedigm presents a valuable opportunity for NEC, and we look forward to working together to provide Cinedigm and its exhibitor customers the highest quality digital projection equipment and technical support throughout the upcoming years."

Cinedigm's Digital Cinema division is the industry-leading deployment program for Digital Cinema that provides the funding, installation support and administration for the company's studio-supported Digital Cinema rollout plans. Its Phase 2 plan for up to an

additional 10,000 screens in the United States and Canada will provide networked, turnkey, Digital Cinema systems in conformance with DCI specifications.

To date, Cinedigm has contracted for and completed the rollout of nearly 4,000 systems in forty-one states with exhibitors including Atlas Theatres, Allen Theatres, Carmike Cinemas, Celebration! Cinema, Cinema West, Cinetopia, Dickinson Theatres, Emagine, Galaxy Cinema, Marquee Cinemas, Krikorian Premiere Theatres, MJR Theatres, Neighborhood Cinema Group, Premiere Cinema Corp., Rave Motion Picture Theatres, Showplace Cinemas, UltraStar, and Cinedigm's own Pavilion Digital Showcase Theatre.

Cinedigm's Digital Cinema offering includes digital projectors and JPEG 2000 media servers from a variety of vendors whose equipment is designed to meet the DCI specifications as well as a demanding set of performance and reliability requirements Cinedigm developed through its success with the Phase 1 plan.

#### **About Cinedigm**

Cinedigm Digital Cinema Corp. is the global leader in fulfilling the promise of digital cinema. Its groundbreaking technology platform helps exhibitors, distributors, studios and content providers transform the consumer movie experience — by expanding theatrical features to include not only movies but also live 2-D and 3-D performances such as major sporting events, concerts and gaming. The Company also enables theatres to create exhibitions and advertising opportunities targeted to specific audience groups and locations thereby offering new revenue opportunities for these venues. Cinedigm's leading digital cinema platform and one-of-a-kind satellite delivery operations support almost 4,000 theatre screens equipped with DLP Cinema<sup>®</sup> projection systems across the United States with over ten million digital showings of Hollywood features to date. [www.Cinedigm.com](http://www.Cinedigm.com) [CIDM-G]

#### **About Ballantyne**

Ballantyne of Omaha is a provider of motion picture projection, digital cinema projection, cinema screen technology and specialty lighting equipment and services. The Company supplies major theater chains, top arenas, television and motion picture production studios, theme parks and architectural sites around the world. For more information visit [www.ballantyne-omaha.com](http://www.ballantyne-omaha.com).

#### **About NEC Corporation of America**

NEC Corporation of America is a leading technology provider of network, IT and identity management solutions. Headquartered in Irving, Texas, NEC Corporation of America is the North America subsidiary of NEC Corporation. NEC Corporation of America delivers technology and professional services ranging from server and storage solutions, IP voice and data solutions, optical network and microwave radio communications to biometric security, virtualization and digital cinema solutions. NEC Corporation of America serves carrier, SMB and large enterprise clients across multiple vertical industries. For more information, please visit [www.necam.com](http://www.necam.com).

NEC is a registered trademark of NEC Corporation. All Rights Reserved. Other product or service marks mentioned herein are the trademarks of their respective owners. © 2009 NEC Corporation of America

#### **Contacts:**

Linda Goncalves  
NEC Corporation of America  
(408) 844-1348  
[linda.goncalves@necam.com](mailto:linda.goncalves@necam.com)

Kelly Indrieri  
Kulesa PR for NEC Corporation of America  
(650) 340-1983  
[kelly@kulesapr.com](mailto:kelly@kulesapr.com)