



## **DOREMI SIGNS SUPPLY AGREEMENT WITH DCIP**

### **BECOMING EXCLUSIVE SERVER PROVIDER TO CINEMARK**

**BURBANK, Calif., March 11, 2010--** Industry leader Doremi Cinema has formally entered into an agreement with Digital Cinema Implementation Group (DCIP) to exclusively provide 2K and 4K server technology to Cinemark Holdings for their digital cinema deployment. Under the multi-year agreement, Doremi will be the sole supplier of servers for Cinemark's digital cinema roll out. Doremi will also support Regal and AMC for their ongoing deployment requirements.

DCIP is the deployment entity founded by three of the world's largest exhibitors; AMC Entertainment, Inc., Cinemark Holdings, Inc., and Regal Entertainment Group. With DCIP's financing recently formalized, they are ready to rollout digital cinema technology to thousands of screens across the United States and Canada.

Cinemark plans to deploy more than 3,400 Doremi digital cinema systems throughout the US, including Cinemark's Century, CineArts and Tinseltown brands. A separate agreement with Cinemark includes plans for Cinemark's international locations in Latin America, which would bring the overall deployment to nearly 4,500 screens.

"Our relationship with Doremi is solid. They've been supplying systems to our theaters for over two years," said Alan Stock, CEO of Cinemark Holdings, Inc. "Doremi has been an exceptional partner with outstanding technical support and proven 4K expertise. Their outstanding experience in large deployments is an added benefit given the scale of this agreement. We are very excited that all the final details and funding are now in place to proceed aggressively with installations."

"Doremi has remained focused on our clients needs and dedicated to staying at the forefront of technology" stated Michael Archer, Vice President of Doremi Cinema. "Customers trust our ongoing commitment to integrating "future-proof" features into our servers that will continue to benefit the industry as digital cinema becomes the norm."

#### **About Doremi**

*Doremi Cinema is the digital cinema hardware division of Doremi Labs Inc. located in Burbank California. For 25 years, Doremi has been providing award winning hardware solutions for broadcast, presentation and special venue markets. Doremi's innovative engineering group developed and introduced the first digital cinema server capable of playing JPEG2000 digital cinema movies conforming to DCI specifications. Doremi continues to build on that success by anticipating the needs of their customers and defining solutions to solve the new challenges faced by the cinema industry as it continues to make the transition to all digital exhibition. Doremi's family of digital cinema servers and mastering stations set the standard for quality and reliability and are installed in theaters and post production facilities around the world. Doremi's install base of digital cinema playback servers has exceeded 11,600 units globally and remains the most installed server in digital cinema history to date.*

For more information navigate to <http://www.doremicinema.com/>

### **About Digital Cinema Implementation Partners**

*Digital Cinema Implementation Partners, LLC is a joint venture owned equally by exhibition industry leaders AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group, representing more than 14,000 screens in the United States and Canada. Formed in February, 2007 to facilitate the roll-out of a digital cinema infrastructure in the United States and Canada, the company is headquartered in Mahwah, NJ with offices in Minneapolis, MN and Denver, CO.*