

*Media Release*  
*FOR IMMEDIATE RELEASE*  
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**Empire Theatres, Cinedigm and FIFA announce exclusive LIVE 3D broadcast  
of 2010 FIFA World Cup™ Final at  
Empire Theatres Empress Walk in North York, ON**

*2010 FIFA World Cup™ Final to be shown in LIVE 3D at  
Empire Theatres Empress Walk on July 11, 2010.*

Halifax, NS – Empire Theatres, Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), and FIFA announced that they will be bringing the *2010 FIFA World Cup™ Final* in LIVE 3D to Empire Theatres Empress Walk in North York, ON. The 2010 FIFA World Cup™ Final takes place on July 11, 2010, at 2:30 pm EST and will be broadcast live in stunning 3D from Johannesburg, South Africa. Tickets are \$24.99 incl. tax and are available at [www.empiretheatres.com](http://www.empiretheatres.com), or by visiting the theatre box office.

Fans that have seen Cinedigm's most recent LIVE 3D sporting events, such as the [NBA All-Star Saturday Night](#), also shown exclusively at Empire Theatres Empress Walk, understand how thrilling live sports can be in 3D on a fifty-foot cinema screen. There is no comparable viewing experience beyond attending the game itself – and even then, live 3D will deliver stunning details that would not be available to an on-site viewer.

"Empire Theatres is thrilled to be the exclusive cinema chain chosen to carry the FIFA World Cup Final in a movie theatre environment" says Dean Leland, Vice President Media & Studio Relations, Empire Theatres. "Fans will enjoy the game from the comforts of a high back seat, with exceptional sound and 3D visual technology, a thrill for us to present at our Empress Walk complex in North York" says Leland.

"Whether you're a fan of Team USA, Brazil, England, Japan or any team in between, all World Cup fans will realize that theatres aren't just for movies anymore," said Jonathan Dern, president of Cinedigm Entertainment Group. "The cinema experience now allows viewers to see major events, as they're happening, on fifty foot screens in live 3D. Cinedigm helps make this possible. We've seen the 3D coming from ESPN and Sony in South Africa and the quality of the 3D production is compelling. Soccer fans who are lucky enough to live near Empire Theatres Empress Walk, one of our Cinedigm Certified™ theatres, will be able to enjoy the *2010 FIFA World Cup™ Final* match in live 3D, making them feel like they are right there on the pitch in Johannesburg."

### **About Empire Theatres Limited**

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities.

Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates 50 theatres across Canada with 379 screens, including one IMAX theatre in Halifax, NS.

The Empire Theatres Limited' corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

### **About CineLive™**

Cinedigm's exclusive CineLive product has been developed in conjunction with SENSIO® Technologies Inc. (Sensio) (TSX-V: SIO) under a domestic license agreement with Cinedigm and is designed to work with Cinedigm's satellite network and digital cinema systems equipped with 3-D technology.

### **About Cinedigm**

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.

[www.cinedigm.com](http://www.cinedigm.com)

### **About FIFA**

The Fédération Internationale de Football Association is the world governing body of football, comprising 208 football associations grouped into six confederations. FIFA's activities extend far beyond its broad spectrum of international competitions, headed by the FIFA World Cup™: FIFA provides material, financial and promotional means to develop the game around the world, and offers underprivileged communities support through the Football for Hope movement.

For more information on FIFA and its competitions, especially the 2010 FIFA World Cup South Africa™, please visit the official website at [www.FIFA.com](http://www.FIFA.com).

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