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GDC announces deployment of 99 servers into Premiere Cinemas with Barco

Burbank, CA (April 2, 2009) – GDC Technology (“GDC”) is pleased to announce that it has won a major deployment contract in the U.S. in partnership with Barco. The project will see the deployment of 99 servers into seven Premiere Cinemas from Texas to Florida, with Barco taking up the role as the primary system integrator and projector supplier.

GDC’s best-selling SA-2100 server has been included in the approved digital equipment list of Cinedigm (formerly AccessIT) since 2008, and this project is special to Cinedigm in that it is Cinedigm’s first deployment project in 2009, against a backdrop of less-than-rosy world economy. The signing of the contract marks the culmination of rounds of negotiation and months of rigorous testing carried out on seven GDC servers in Premiere Cinemas, Orlando since October 2008. All seven GDC servers came through with flying colors, passing all operational tests without a hitch.

Texas-based Premiere Cinema Corp. is one of the largest independent theatre circuits in the U.S., operating theatres in the southern-eastern states of Texas, Florida, Alabama. “Premiere chose GDC servers from the approved Cinedigm equipment list over other servers because of its advanced features, superior reliability, and first class customer service,” said Gary Moore, CEO of Premiere Cinemas. “GDC has a proven track record outside the U.S. but may be lesser known here. However after our rigorous in-house tests on their servers and working with their support team, we were convinced that GDC was the right choice for us.”

“Barco is delighted to be the chosen partner of Cinedigm in its phase II program in which Premiere Cinemas is a participant,” said Barco Vice President Digital Cinema, Todd Hoddick. “The fact that Premiere Cinemas has chosen GDC servers for its roll out program is also good news to us as we have worked closely with GDC in numerous projects before; we are happy to work with such a trusted partner on yet another major project.”

GDC has been providing exhibitors worldwide with advanced digital cinema solutions and Premiere Cinemas is its first large scale deployment in the U.S. “This deal is a breakthrough for GDC,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “The significance goes beyond GDC clinching its first major deal in the U.S. backed by a Hollywood VPF agreement; the wider implication is GDC products have now won recognition and acceptance by the U.S. exhibitors.”

About GDC Technology (<http://www.gdc-tech.com>)

GDC Technology (“GDC”) is a subsidiary of the 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 the major deployment of digital cinema systems in Asia.

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