



FOR IMMEDIATE RELEASE

GDC Announces Agreement with Sony Pictures Releasing International Corporation Supporting its Digital Cinema Systems Deployment in Asia

Hong Kong (April 23, 2009) – GDC Technology (“GDC”) is pleased to announce that Sony Pictures Releasing International Corporation (“SPRI”) has become the latest major Hollywood studio to enter into a non-exclusive agreement with GDC for digital cinema deployment in selected countries in Asia (the “Agreement”). With the addition of SPRI, GDC has now entered into digital deployment arrangements with five major Hollywood studios. SPRI is an international motion picture distribution arm of Sony Pictures Entertainment.

Under the Agreement, subject to booking terms, SPRI will supply its motion picture content in digital format to Asian exhibitors that are outfitted by GDC with DCI-compliant digital projection systems, as well as make financial contributions for a limited time to promote DCI-compliant digital cinema technology. After this initial phase of deployment, GDC will set its sights on furthering the digital footprint theatrically in even more Asian countries.

The benefits of digital cinema over the traditional 35mm projection systems are now well recognized and acknowledged by many in the theatrical industry worldwide. Equipping theaters with digital projection systems enables both exhibitors and distributors to realize substantial benefits, including higher quality, non-degradable prints and better protection against piracy. Equally important, digital cinema expands the type of programming opportunities available to audiences such as digital 3D & alternative content, and live satellite events which traditional 35mm film projectors could not deliver.

“Digital cinema is an important part of our overall strategy to enhance the theatrical experience for consumers all around the world,” said Mark Zucker, President, Sony Pictures Releasing International Corporation. “GDC’s expertise and early involvement in digital cinema in Asia makes them a very good partner for us.”

“GDC is pleased to have SPRI added to our Digital Cinema Systems Deployment signings in Asia,” said Dr. Man-Nang Chong, founder and CEO of GDC Technology. “With the blessings of four other major Hollywood studios and now SPRI, GDC is in a good position to assist Asian exhibitors in mapping out and realizing their digital future. We are optimistic to see more cinemas in the region embrace the Digital Cinema format and accelerate their digital conversions.”

About GDC Technology

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

About Sony Pictures Entertainment

Sony Pictures Entertainment is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE’s global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution, operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

GDC Media Contact:
Connie Wong
GDC Technology
Unit 6-7, 18/F., Kodak House II,
39 Healthy Street East,
North Point, Hong Kong
Fax: +852 2579 1131
Email. connie.wong@gdc-tech.com

Sony Pictures Media Contact:
Steve Elzer
Sony Pictures Releasing
10202 W. Washington Blvd., JS Bldg
Culver City, CA 90232
Tel: +1 310 244 7142
Fax: +1 310 244 0711
Email: steve_elzer@spe.sony.com