

YMAGIS Signs a Digital Cinema Deployment Agreement with Sony Pictures Releasing International

Paris – Los Angeles October, 6 2009 – YMAGIS, a major player in the digital cinema deployment in Europe, has reached a non-exclusive agreement with Sony Pictures Releasing International (“SPRI”), the international motion picture distribution arm of Sony Pictures Entertainment, for digital cinema deployment in several countries in continental Europe. With the addition of SPRI, YMAGIS has now entered into digital deployment agreements with five major Hollywood studios.

Under this agreement, subject to booking terms, SPRI will supply its motion picture content in digital format to European exhibitors outfitted by YMAGIS with DCI-compliant digital projection systems, and will make certain financial contributions YMAGIS for a limited time to promote digital cinema deployment in continental Europe.

This agreement, together with the agreements signed by YMAGIS with Paramount Pictures Corporation, The Walt Disney Studios, Twentieth Century Fox Film Corporation and Universal Pictures, will help YMAGIS provide adequate solutions to European exhibitors in their effort to equip their theatres with DCI-compliant digital projection systems. This will enable 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**. “We look forward to a positive working relationship with YMAGIS and welcome them as a partner in achieving that overall strategy.”

Jean MIZRAHI, YMAGIS’s Chief Executive Officer said: “We are delighted to gain the support from SPRI in our effort to provide European exhibitors with solutions adapted to their needs, respecting the traditional relationships between exhibitors and distributors. YMAGIS, an entrepreneurial company created only two years ago by European Cinema executives, has been able to become a major player in the digital cinema scene in Europe. With over 400 screens under contract in Belgium, France, Spain and Switzerland, YMAGIS expects to accelerate its development in a number of European markets in the coming months with SPRI as its latest partner. YMAGIS also expects to announce Digital Cinema Deployment Agreements with other distributors, including major European distributors in the near future.”

About YMAGIS

Created and owned by professionals of the cinema industry, Ymagis (www.ymagis.com) is entirely dedicated to digital cinema. The company offers services to distributors, advertising agencies, producers and exhibitors, in order to help them smoothly convert their activity from traditional 35mm technologies to digital technologies and at a limited cost. Ymagis intends to

deploy up to 5,500 systems throughout several European countries, including France, Germany, Spain and Italy. Ymagis has so far signed binding agreements with European exhibitor representing together more than 400 screens, including three circuits in France: Cinéville, CapCinéma and Mk2.

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>.