

XDC Signs Digital Cinema Deployment Agreements with Sony Pictures Releasing International and Universal City Studios LLP, and Is the First Deploying Entity in Europe to Have Signed with Six (6) Major U.S. Distributors

XDC, the leading digital cinema service company in Europe, has signed non-exclusive agreements with Sony Pictures and Universal and is now the first deploying entity having signed with six (6) major U.S. distributors to target the deployment of up to 8,000 DCI-compliant digital cinema installations across Europe.

Amsterdam - Cinema Expo 2008 – Sony Pictures Releasing International (“Sony Pictures”) and Universal City Studios LLP (“Universal”) will support XDC, acting as a Deploying Entity, to roll out DCI-compliant digital cinema systems for theatrical presentations in several countries in Europe. Under the terms of the agreements, Sony Pictures and Universal have independently and non-exclusively agreed to supply European exhibitors with their feature films in digital form (if booked) for projection on DCI-compliant digital cinema screens, as well as to make financial contributions in order to promote DCI-compliant digital cinema projection systems (a new and higher quality delivery format).

These agreements, together with those signed with Warner Bros. Entertainment Inc., Paramount Pictures Corporation, Twentieth Century Fox Film Corporation and The Walt Disney Studios, are a major milestone in Europe, and for XDC in particular ... the company is now the first one to offer a full Hollywood slate and will work with the European Distributors.

Commenting on the announcement, **Mark Zucker, President of Distribution for Sony Pictures Releasing International**, said: *“Digital cinema is not just about the evolution of motion picture exhibition; it’s about the technological revolution that allows consumers to experience our motion pictures the way filmmakers intend, with beautiful, clear images and pitch perfect sound. Enhancing the theatrical experience for audiences everywhere is the goal of Sony Pictures and we are delighted and excited to support XDC as we work together to provide state-of-the-art projection systems to moviegoers.”*

David Kosse, President, Universal Pictures International agreed: *“XDC is warmly supported by Universal. The digital world is the future, and we as a studio are committed to its continual and sustained growth. We look forward to supplying our movies to this new digital platform and, along with audiences, reaping the rewards by continuing to enhance the theatrical experience.”*

Serge Plasch, XDC’s Chief Executive Officer commented: *“These agreements with Sony Pictures and Universal, together with the ones signed with the other studios, mark and ease the beginning of the large scale deployment of digital cinema in Europe. For XDC, the next steps are the negotiation of similar agreements with European movie distributors, the sale of this co-financing proposal to cinema exhibitors across Europe and last but not least, both equity and debt raising to fund the digital roll-out phase. This infrastructure deployment will also help XDC to develop its other activities: first, the design and sale of cinema advanced solutions, secondly, the installation and maintenance of complete digital cinema systems for exhibitors, and thirdly, digital content processing and distribution services for movie distributors and advertising sales houses.”*

About XDC International

Created in 2004, XDC is a global provider of digital cinema solutions in Europe. XDC manages operations for the deployment of digital cinema systems in theatres (based on different business models: VPF, leasing ...), as well as preparing and delivering digital content which is distributed in cinemas. XDC also manufactures advanced digital cinema products: servers, theatre management systems, central libraries, and more. XDC is the Official Partner of the Cannes and Locarno Film Festivals for digital cinema, and a founding and active member of the European Digital Cinema Forum. The company has offices in Belgium, Germany, Spain, and France. XDC is backed by EVS Broadcast Equipment (Nyse Euronext EVS.BR) and several leading financial investors. More info available at www.xdcinema.com.

XDC Marketing & Communication Department - Tel.: +32 4 364 12 00 - Email: marcom@xdcinema.com

About Sony Pictures

Sony Pictures Entertainment (SPE) 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 100 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

Contact Info: Columbia TriStar Motion Picture Group

Steve Elzer, Senior Vice President, Media Relations

+ 1 (310) 244-7142

steve_elzer@spe.sony.com

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.