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***Cinedigm Announces Agreement with Cobb Theatres  
for Phase 2 Deployment Program***

**Historic Family Chain to Complete Transition to Digital**

**MORRISTOWN, NJ, and LOS ANGELES, CA, September 28, 2010** – Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in digital cinema, today announced that Cobb Theatres, a member of the Cinema Buying Group (CBG) of NATO, will add 170 screens at 14 sites to Cinedigm's Phase 2 digital cinema deployment program, in a Cinedigm exhibitor self-financed agreement. The deal includes five of Cobb Theatres unique CinéBistro locations. The historic Cobb Theatres have been entertaining consumers for more than 90 years. The transition to digital entertainment not only represents a milestone in the Cobb Theatres' legacy, but positions the company to continue delivering enhanced entertainment well into the future. Digital screens will allow Cobb to greatly expand the entertainment options on its roster, from 3D movie extravaganzas to live sports programming, 3D concert films, event programming and much more. "We are thrilled to have Cinedigm help us complete this transition to digital," said Jeremy Welman, chief operating officer, Cobb Theatres. "Innovative entertainment is a family tradition at Cobb. Our guests will benefit immediately. And we will benefit as well; the digital transition will allow us to operate our screens with far more efficiency and programming choices." "With their long-time commitment to their guests and their creativity in always finding new ways to provide the best entertainment experience in their theatres Cobb is another ideal exhibitor partner for Cinedigm," said Chuck Goldwater, President, Cinedigm's Media Services Group. "We are eager to begin working with the Cobb team to help them take full advantage of the operational and the programming applications of the Cinedigm digital cinema platform." Cinedigm's Phase 2 plan will bring up to 10,000 additional screens to the global roster of fully digital theaters. And with the recent addition of Cobb Theatres, Cinedigm has signed 43 exhibitors representing more than 5,600 screens to date, including 15 CBG members and just over 650 CBG screens. Such theaters are fully networked, turnkey systems – simple and cost-efficient to operate. These screens

will join the growing number of fully digital Cinedigm-Certified™ screens around the world.

Cinedigm's Digital Cinema division is the industry-leading deployment program for Digital Cinema. It facilitates the funding, installation support and administration for the company's studio-supported Digital Cinema rollout plans. Cinedigm is also the digital cinema integrator of choice for the CBG, a buying program of the National Association of Theatre Owners (NATO) for small and independent theatre operators in United States and Canada.

### **About Cinedigm**

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company partners 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, satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and marketing and distribution platform for alternative content such as CineLive(R) 3-D and 2-D sports and concerts, thematic programming and independent movies is a cornerstone of the digital cinema transformation. Cinedigm(TM) and Cinedigm Digital Cinema Corp.(TM) are trademarks of Cinedigm Digital Cinema Corp [www.cinedigm.com](http://www.cinedigm.com) [CIDM-G]

### **About Cobb Theatres**

Cobb Theatres, based in Birmingham, Ala., is a progressive motion pictures exhibitor operating 210 screens at 17 locations throughout the Southeastern United States. Cobb is an innovator in out of home entertainment, offering great family venues. CinéBistro, the premier dinner-and-a-movie concept, is newly created by Cobb Theatres, and is currently being developed around the country.

For more information about Cobb Theatres or CinéBistro, visit [www.cobbtheatres.com](http://www.cobbtheatres.com) or [www.cobbcinebistro.com](http://www.cobbcinebistro.com).

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