

NEWS ALERT

Date: 8 October 2010

Cineworld signs up for Arqiva's Digital Cinema Satellite Distribution Network

- **AAM sells Arqiva's Digital Cinema Satellite Distribution Network to all Cineworld sites for electronic delivery of DCP & live content**

Arts Alliance Media (AAM) has sold Arqiva's Digital Cinema Platform to leading UK exhibitor Cineworld. The entire Cineworld circuit will be fitted with Arqiva's professional receive equipment alongside Arts Alliance Media's Theatre Management System. This enables the seamless electronic delivery of Digital Cinema Packages (advertising, trailers and feature films), as well as live content, via Arqiva's Digital Cinema Platform on IS905.

Barrie Woolston, Commercial Director at Arqiva Broadcast & Media, said: "As one of the UK's largest cinema chains Cineworld's decision to deploy our solution at all of their sites is a major vote of confidence in Arqiva's Digital Cinema Satellite Distribution Network. Our combination of trusted professional equipment and established satellite infrastructure and expertise is a proven solution which brings technical and commercial benefits to exhibitors, distributors and rights holders. Winning the support of major exhibitors like Cineworld further tips the balance in favour of satellite based film distribution and reinforces the Arqiva and Arts Alliance Media partnership as the preferred method of content delivery."

Arqiva provides robust satellite and IP networks for the managed delivery of entertainment, information and advertising worldwide. It works with leading media distributors to provide electronic delivery services of live events and feature films into digital cinemas across Europe.

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