



STEVEN B. COHEN TO CONSULT FOR “DIGITAL CINEMA DISTRIBUTION COALITION”

Newly Named Entity is Ground Breaking Joint Venture between Content Providers and Exhibitors

(Burbank, CA—Dec. 4, 2007) The ground-breaking joint venture between Warner Bros. Entertainment, Universal Pictures and Digital Cinema Implementation Partners (DCIP), has now officially been named the “Digital Cinema Distribution Coalition” and has hired industry veteran Steven B. Cohen as a consultant to manage the project.

The venture, which was originally announced on March 6, 2007, represents the first ever collaboration between studios and exhibitors to develop the most cost-effective form of digital content delivery through technologies such as satellite or digital terrestrial distribution. . The Digital Cinema Distribution Coalition delivery system would be open and available to any content provider, vendor and exhibitor, including the owners, Warner Bros. Entertainment, Universal Pictures and DCIP, which is owned by Regal Entertainment, AMC Entertainment and Cinemark USA and represents 14,000 screens domestically.

Under the current distribution system, individual prints of each movie are physically shipped to theaters in cans—or hard drives in the case of existing digital cinema. As technology has evolved, exhibitors have led the charge for finding new digital methods of direct delivery, which could include satellite or broadband components. A digital distribution system, which streamlines the delivery process and limits the number of people who handle the product, is expected to increase security and support the fight against film piracy.

Steven B. Cohen has over twenty years of experience in digital distribution, digital post production and digital cinema. He is currently the head of Cohen Communications, where he serves as a consultant and engineer to various studio and production companies for Calibrated Display Systems for digital dailies, digital cinema preview, press and premiere screenings, Remote Collaboration Systems and High Definition screening rooms. He co-developed the first Hard Disk-based HD Dailies System and pioneered HD Preview Screenings for Theatrical Films.

He was Vice President, Feature Services for the Ascent Media Group, where he developed new services that integrated production and post production technology for feature film clients. These Services included Random Access HD Dailies Systems, Audience Reaction Capture Systems, Digital Preview and Screening Systems. These clients included Disney, Fox, DreamWorks, Paramount, Universal and Lakeshore Entertainment. While at Ascent he worked on Weatherman, Pirates 2 & 3, Invincible, National Treasure 2, Domino, Déjà Vu, Transformers, DreamGirls, The Island and Freedom Writers.

From 1992 through 1999, he worked for Sony Pictures Studios, most recently as Vice President, Sales and Development for Sony Pictures, where he helped to develop the digital infrastructure for the Post Production Facilities. Steven developed the first Studio Nonlinear Editing



Department: Digital Picture Editorial as well as production & post production technologies for theatrical films. He was also Director of Business Development for Sony's Advanced Digital Systems Group, where he introduced the Sony DADR-1000 Digital Audio Recorder for post production and developed strategic business relationships with hardware manufacturers and software developers. Steven was part of the original team that developed and marketed Sony Dynamic Digital Sound, first as a consultant and then as VP of Studio Relations.

About Warner Bros. Entertainment

Warner Bros. Entertainment is a global leader in the creation, production, distribution, licensing and marketing of theatrical motion pictures, television programming, video/DVD and related products. Founded more than 75 years ago as a motion picture company, the Studio has evolved into a fully integrated global entertainment company, standing at the forefront of feature films, television, home video, animation, product and brand licensing and international theaters.

About Universal Pictures

Universal Pictures is a division of Universal Studios. Universal Studios is a 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 the No. 1 television network, the fastest-growing Spanish-language network, 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.

About Digital Cinema Implementation Partners, LLC

Digital Cinema Implementation Partners, LLC, (DCIP) is a joint venture owned equally by exhibition industry leaders AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group, representing more than 14,000 screens in the U.S. and Canada. Formed in February 2007, the company is headquartered in Bergen County, NJ with offices in Minneapolis, MN and Denver, CO. DCIP will plan and implement the deployment of digital cinema during the transition in the motion picture industry from film to digital technology.