



FOR IMMEDIATE RELEASE

**RealD and the Royal Opera House's *Carmen in 3D*
The First Opera to Get Theatrical Release in 3D**

Film to Premiere at Santa Barbara International Film Festival Closing Night Gala

LOS ANGELES, CA (January 6, 2010) – RealD Inc. (NYSE: RLD) announced today that the feature film, *Carmen in 3D*, will be released on March 5, 2011, playing exclusively in RealD 3D-equipped theatres at major cinema chains worldwide totalling more than 1,500 locations. A co-production by RealD and London's internationally renowned Royal Opera House, *Carmen in 3D* will mark the first time that an opera has been filmed and shown in theatres in state-of-the-art digital 3D. *Carmen in 3D* will premiere on Sunday, February 6, 2011, as part of the Santa Barbara International Film Festival closing night gala.

Carmen in 3D will be released on March 5, 2011 at the following Rave theaters.

ALABAMA

Rave Festival Plaza 16, Montgomery
Rave Jubilee Square 12, Daphne
Rave Patton Creek 15 + IMAX, Hoover
Rave Valley Bend 18, Huntsville

ARKANSAS

Rave Colonel Glenn 18, Little Rock

CALIFORNIA

Rave Brentwood 14, Brentwood
Rave 18 Los Angeles + IMAX, Los Angeles

CONNECTICUT

Rave Buckland Hills 18 + IMAX, Manchester
Rave Connecticut Post 14 + IMAX, Milford
Rave North Haven 12, North Haven

FLORIDA

Rave Avenue 16, Melbourne
Rave Bayou 15, Pensacola
Rave Destin Commons 14, Destin
Rave St. Lucie 14, Port St. Lucie

LOUISIANA

Rave Baton Rouge 16, Baton Rouge
Rave Mall of Louisiana 15, Baton Rouge

MASSACHUSETTS

Rave West Springfield 15, West Springfield

MICHIGAN

Rave Ann Arbor 20 + IMAX, Ypsilanti
Rave Flint West 14, Flint

NEBRASKA

Rave Westroads 14, Omaha

NEW JERSEY

Rave Ritz Center 16, Voorhees

NEVADA

Rave Town Square 18, Las Vegas

OHIO

Rave Dayton South 16, West Carrollton
Rave Levis Commons 12, Perrysburgh
Rave Milford 16, Milford

ILLINOIS

Rave Grand Prairie 18, Peoria

IOWA

Rave Davenport 18 + IMAX, Davenport

INDIANA

Rave Jefferson Pointe 18, Fort Wayne

Rave Metropolis 18, Plainfield

KENTUCKY

Rave Florence 14, Florence

Rave Preston Crossings 16, Okolona

Rave Stonybrook 20 + IMAX, Louisville

Rave Polaris 18, Columbus

Rave The Greene 14 + IMAX, Beaver Creek

Rave West Chester 18, West Chester

PENNSYLVANIA

Rave Promenade 16, Center Valley

Rave University City 6, Philadelphia

TENNESSEE

Rave East Ridge 18 + IMAX, Chattanooga

TEXAS

Rave Hickory Creek 16, Hickory Creek

Rave North East Mall 18, Hurst

Rave Ridgmar 13, Fort Worth

Rave Yorktown 15, Houston

For showtimes and ticketing information, please visit www.ravemotionpictures.com

"*Carmen in 3D* will give audiences around the world the best seat in the house as they are transported to the illustrious Royal Opera House and fully immersed in this beloved tale of love, jealousy and betrayal," said Joseph Peixoto, President of Worldwide Cinema at RealD. "This film will be exclusively available to our cinema partners around the world, bringing them added value and an opportunity to showcase the unique entertainment experience RealD 3D technology can bring to alternative content."

"This is an opportunity to bring one of the world's most popular operas, performed by one of the greatest opera companies in the world, to fans of opera, classical music and 3D movies everywhere," said Tony Hall, Chief Executive, Royal Opera House. "*Carmen in 3D* comes alive in a way never previously experienced in the cinema – it really is as though you're part of the action on stage. It's a wonderful and unique experience. "

Georges Bizet's *Carmen* has been captivating audiences since its debut in 1875. Filmed in 3D during two performances at the Royal Opera House, *Carmen in 3D* is a feature film depicting acclaimed director Francesca Zambello's updated interpretation of the opera classic. Directed for cinema by Julian Napier and with memorable performances by Christine Rice (*Carmen*), Bryan Hymel (*Don José*), Aris Argiris (*Escamillo*), and conducted by Constantinos Carydis, Zambello's hugely successful production of *Carmen* was a hit with London audiences and critics and promises to delight audiences around the world with its timeless music and encompassing 3D visuals. For more information on *Carmen in 3D*, visit www.Carmen3D.com.

About RealD Inc.

RealD Inc. is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theater, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also

provides its RealD Display, active and passive eyewear, RealD Format and gaming technologies to consumer electronics manufacturers and content producers and distributors to enable the delivery and viewing of 3D content. RealD's cutting-edge 3D technologies have been used for applications such as piloting the Mars Rover. For more information, please visit our website at www.reald.com.

About the Royal Opera House

The Royal Opera House is home to The Royal Opera, The Royal Ballet and The Orchestra of the Royal Opera House. Each year, almost 300 performances are given on the main stage and a further 250 on other stages within the iconic Covent Garden building.

Each summer, three performances are relayed to outdoor screens across the UK as part of the BP Summer Big Screens, and other performances of both opera and ballet are screened in cinemas across the world. The Royal Opera House also runs a comprehensive education and community engagement programme reaching more than 140,000 people each year.

Cautionary note on forward-looking statements

This press release includes forward-looking information and statements, including but not limited to: statements concerning the anticipated release of *Carmen in 3D*. These statements are based on RealD's current expectations and beliefs, as well as a number of assumptions concerning future events. Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside RealD's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. RealD's annual and quarterly reports include a more detailed discussion of the risks and uncertainties that may cause that could cause actual results to differ materially from the results discussed in the forward-looking statements.

RealD undertakes no obligation to update publicly the information contained in this press release, or any forward-looking statements, to reflect new information, events or circumstances after the date they were made, or to reflect the occurrence of unanticipated events.

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Media Contacts:

Rick Heineman (RealD)
310-339-9347
rheineman@reald.com

Danni Pearlberg (42West for RealD)
310-433-2486
dannipearlberg@gmail.com

Elizabeth Bell (Royal Opera House)
+44 020 7212 9717
elizabeth.bell@roh.org.uk