



News Release

RAVE MOTION PICTURES TO SHOW NCAA FINAL CHAMPIONSHIP GAMES LIVE IN 3-D

Dallas, TX. - **Rave Motion Pictures**, the nation's largest all digital projection theater circuit announces two historic LIVE 3-D sport events:

April 3rd, 2010 NCAA Men's Final Four[®] Semifinals
Game 1 & Game 2 (6:00 PM/ET, 5:00 PM/CT, 3:00 PM/PT)

April 5th, 2010 NCAA Men's Final Four[®] Championship
Final Game (9:00 PM/ET, 8:00 PM/CT, 6:00 PM/PT)

CBS Sports teams up with the NCAA, LG Electronics USA and Cinedigm Digital Cinema Corp. to present the 2010 NCAA Men's Final Four[®] semifinal and national championship games live in 3-D. **This will be the first time ever the NCAA Men's Final Four[®] championship games will be broadcast to the public in LIVE 3-D on a nationwide basis.** The games in 3-D on Saturday, April 3 and Monday, April 5 will be a fully-produced CBS Sports event with CBS COLLEGE SPORTS NETWORK announcers Dave Ryan and Steve Lappas calling the action.

College basketball fans will be able to experience the games as if they were on the court as the country's top collegiate teams compete for the coveted National Title.

Rave is proud to host this live 3-D event at the following theaters in market EXCLUSIVES (except L.A.):

Rave Motion Pictures Ridgmar 13
Fort Worth, TX

Rave Motion Pictures Northeast Mall 18
Hurst, TX

Rave Motion Pictures Polaris 18
Columbus, OH

Rave Motion Pictures Town Square 18
Las Vegas, NV

Rave Motion Pictures Colonel Glenn 18
Little Rock, AR

Rave Motion Pictures Mall of Louisiana 15
Baton Rouge, LA

Rave Motion Pictures Fairfax Corner 14
Fairfax, VA

Rave 18 (formerly The Bridge)
Los Angeles, CA

Ticket prices for each event are \$25.

(Both Semifinal Games 1 & 2 are included in the \$25 ticket price for the April 3rd, 2010 NCAA Men's Final Four[®] Semifinals Event.)

Advanced tickets can be purchased online at www.ravemotionpictures.com or at the box office of participating locations starting Friday, March 12th.

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About Rave Motion Pictures

Rave now operates 62 theaters and approximately 1,000 screens located in 20 states across the country, and has a presence in seven of the top ten Designated Market Areas (DMAs) in the country. Rave is now the fifth largest domestic circuit by box office gross and number of screens.

Since its inception in 1999, Rave Motion Pictures has been dedicated to enriching the movie-going experience for audiences across the country. Rave Motion Pictures has set the industry standard for customer experience and comfort by featuring stadium seating, unobstructed viewing utilizing 18-inch risers, and a remarkable 48 inches between rows for maximum legroom and ease of motion. Rave Motion Pictures was also a pioneer in the adoption of current 3-D technology and is a leader in alternative content programming from live sports to concerts to opera.