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Cinedigm Teams with FIFA to Deliver the 2010 FIFA World Cup™ Final in LIVE 3D on the Big Screen in the United States and Canada

2010 FIFA World Cup™ Final to be shown in LIVE 3D in 15 Cinedigm Certified U.S. and Canadian Theatres

MORRISTOWN, NJ & LOS ANGELES, CA, June 23, 2010 -- [Cinedigm Digital Cinema Corp.](#) (NASDAQ: CIDM), the global leader in digital cinema and in theatrical distribution of LIVE 3D events, today announced its partnership with FIFA to bring the [2010 FIFA World Cup™ Final in LIVE 3D](#) to a select group of Cinedigm Certified™ theatres in the United States and Canada. The 2010 FIFA World Cup™ Final takes place on July 11, 2010, at 2:30pm EDT and will be broadcast live in stunning 3D from Johannesburg, South Africa. For showtime and ticketing information, please visit www.ravemotionpictures.com/sportingevents.aspx

Fans that have seen Cinedigm's most recent LIVE 3D sporting events, such as the [NCAA Men's Final Four®](#), [NBA All-Star Saturday Night](#) and the [BCS College Championship](#) understand how thrilling live sports can be in 3D on a fifty-foot cinema screen. There is no comparable viewing experience beyond attending the game itself – and even then, LIVE 3D will deliver stunning details that would not be available to an on-site viewer.

“With the world’s attention bearing down on this single championship moment, we are absolutely thrilled to have a partner such as Cinedigm to deliver a piece of sports history in LIVE 3D to our theaters,” said Tom Stephenson, president of [Rave Motion Pictures](#). “The U.S. has now firmly joined the world in its affection and attention for soccer. Rave is excited to be able to present the epic finale.”

“Whether you’re a fan of Team USA, Brazil, England, Japan or any team in between, all World Cup fans will realize that theatres aren’t just for movies anymore,” said Jonathan Dern, president of Cinedigm Entertainment Group. “The cinema experience now allows viewers to see major events, as they’re happening, on fifty foot screens in LIVE 3D. Cinedigm helps make this possible. We've seen the 3D coming from ESPN and Sony in South Africa and the quality of the 3D production is compelling. Soccer fans who are lucky enough to live near one of our Cinedigm Certified™ theatres will be able to enjoy the *2010 FIFA World Cup™ Final* match in LIVE 3D, making them feel like they are right there on the pitch in Johannesburg.”

The following theatres will be showing the FIFA World Cup Championship match in LIVE 3D at the local U.S. times as follows: Pacific 11:30am, Mountain 12:30pm, Central 1:30 pm, and Eastern 2:30 pm.

Theatre	City	ST
Rave Los Angeles 18 (formerly the Bridge)	Los Angeles	CA
Rave Town Square 18	Las Vegas	NV
Rave Fairfax Corner 14	Fairfax	VA

Cinedigm also has rights to show up to eight more 2010 FIFA World Cup matches in LIVE 3D. Theatre and show times will be announced pending the results of upcoming matches.

About CineLive™

Cinedigm's exclusive CineLive product has been developed in conjunction with SENSIO® Technologies Inc. (Sensio) (TSX-V: SIO) under a domestic license agreement with Cinedigm and is designed to work with Cinedigm's satellite network and digital cinema systems equipped with 3-D technology.

About Cinedigm

Cinedigm is the leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company is a technology and services integrator that works 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, unique combined satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies provide a complete suite of services required to enable the digital theater conversion. www.cinedigm.com [CIDM-G]

About FIFA

The Fédération Internationale de Football Association is the world governing body of football, comprising 208 football associations grouped into six confederations. FIFA's activities extend far beyond its broad spectrum of international competitions, headed by the FIFA World Cup™: FIFA provides material, financial and promotional means to develop the game around the world, and offers underprivileged communities support through the Football for Hope movement.

For more information on FIFA and its competitions, especially the 2010 FIFA World Cup South Africa™, please visit the official website at www.FIFA.com.

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Contacts:

David McNamee

HL Group, representing Cinedigm

(646) 274-3635

dmcnamee@hlgrp.com