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**NEC DISPLAY SOLUTIONS AND SOUTHERN THEATRES HELP REVITALIZE
NEW ORLEANS THEATERS WITH DIGITAL CINEMA PROJECTORS**

Ballantyne Strong Provides Projectors and Installation as NEC's Master Reseller

CHICAGO – May 26, 2010 – NEC Display Solutions of America, a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that Southern Theatres, LLC, has selected digital cinema projectors from NEC for the newly renovated and redesigned Theatres at Canal Place in New Orleans. The move by Southern Theatres extends its current relationship with NEC and Master Reseller Ballantyne Strong, Inc. (NYSE Amex: BTN), and positions this leading exhibitor to capitalize on the growing list of upcoming 3D Hollywood blockbusters.

Seeking to resurrect The Theatres at Canal Place, Southern Theatres outfitted five all-digital auditoriums with over-sized, reclining leather seats, shared swivel-tables and drink holders in a stadium-seating configuration with reserved seating. The new amenities include an upscale café and premium bar in the foyer, and a call button for in-theater food and beverage table service. NEC large-screen LCD displays give the concession areas added appeal and menu flexibility. The grand opening of the complex is at 10 p.m. today, just before the 12:01 a.m. premiere of the new “Sex and The City 2” movie.

“It is an honor to continue our work with George Solomon of Southern Theatres,” said Pierre Richer, President and C.O.O. of NEC Display Solutions. “New Orleans is being restored one project at a time, and we are very privileged to play a small role.”

Ballantyne Strong, a master reseller for the exhibitor segment of NEC’s business, is providing the hardware and installation services for the theaters. For this project, NEC NC2000 projectors were selected, which are 3D capable with advanced security features for digital content protection. The NC2000 also includes sophisticated technology for venting and cooling.

“Ballantyne Strong is grateful to have a role in revitalizing New Orleans, and this major upgrade transforms The Theatres at Canal Place into a top entertainment destination,” said John Wilmers, President and CEO, Ballantyne Strong. “Our innovative solution of mounting the projectors in soundproof ceiling enclosures also provides more room for movie patrons to enjoy the ambience of the buildings.”

“Investing in this community means a lot to us, and the superb design of the facility continues Southern’s tradition of delivering the best movie-going experience possible,” said Solomon, President of Southern Theatres. “NEC and Ballantyne Strong are great partners, and they understand our mission of rebuilding the area to include simple luxuries people have missed since 2005.”

Solomon has been in the theater business with his family for more than 50 years and launched Southern Theatres, LLC, to develop and operate state-of-the-art, multiplex stadium-seating movie theaters.

The NEC Digital Cinema Projector Series models meet DCI (Digital Cinema Initiatives) requirements, so exhibitors are prepared to capitalize on current opportunities as well as position themselves for future growth.

For more information about NEC's digital cinema projectors, please visit

<http://www.necdisplay.com/Products/SubClass/?subclass=Projectors>.

To learn more about financing options, please visit <http://www.necdisplay.com/GoDigital> or contact NECDigitalCinemaLease@neclease.com.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

About VUKUNET

VUKUNET, powered by NEC Display Solutions of America, is the universal advertising platform that connects digital out-of-home networks with ad revenue. VUKUNET is a web-based tool that provides a centralized, automated place for network owners to connect their screens to advertisers looking to place their digital ads. Advertisers and ad agencies can use the companion ADVUKU ad-serving platform to search for the best networks in any location. For additional information about VUKUNET, please visit www.vukunet.com, or call 877-805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/PressResources.aspx>. For additional information on ADVUKU, visit www.advuku.com.

About Southern Theatres

Southern Theatres, LLC, managed by George Solomon, CEO, was formed in May of 2002. George has been in the theater business with his family for over 50 years and launched Southern Theatres, LLC, to develop and operate state-of-the-art multiplex stadium-seating movie theaters.

In April 2005, Veronis Suhler Stevenson (VSS) made a \$30-million equity investment in Southern Theatres, LLC. VSS is a private equity and mezzanine capital fund

management company dedicated to investing in media, communications and information industries in North America and Europe.

Southern Theatres, LLC, is responsible for the daily operations of The Grand Theatres and AmStar Cinemas in 18 locations with 268 screens in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Texas. Southern Theatres, LLC, is headquartered in New Orleans. For more information, please visit www.thegrandtheatre.com.

About Ballantyne Strong, Inc. (www.ballantyne-strong.com)

Ballantyne Strong, Inc., is a provider of digital cinema projection equipment and services as well as cinema screens, motion picture projectors and specialty lighting equipment and services. The Company supplies major and independent theater chains, top arenas, theme parks and architectural sites around the world.

About NEC Financial Services, LLC

NEC Financial Services, LLC, delivers tailored leasing structures of extraordinary flexibility to customers nationwide and has expanded to include a complete range of technologies and services. NEC Financial Services offers financing services to Solution Providers, System Integrators, Resellers and Dealers, and their customers by supporting the sale of products and solutions to businesses in the United States. For more information, visit www.neclease.com.