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**WEHRENBURG THEATRES CHOOSES
NEC DIGITAL CINEMA PROJECTORS TO MAXIMIZE DIGITAL TREND**

***Oldest Family-Owned-and-Operated Theater Company in U.S. Selects NEC
for 210 Screens in Near \$10-Million Agreement***

CHICAGO – March 29, 2011 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today [Wehrenberg Theatres](#), a century-old theater chain and the oldest family-owned-and-operated cinema company in the U.S., selected NEC digital cinema projectors for its 210 screens in the Midwest.

Wehrenberg will deploy NEC [digital cinema projectors](#) – the NC1200, NC2000 and NC3240S models – to replace its 35mm technology for its cinemas across Missouri and other central states. Sixty-five digital systems already have been installed.

NEC Financial Services provided the financing for the Wehrenberg deployment, while Ballantyne Strong, Inc. (NYSE Amex: BTN) is supplying 4K digital projection systems, installation, NOC (Network Operations Center), 24/7 monitoring from its state-of-the-art facility in Omaha, and ongoing maintenance services after installation.

Cinedigm (NASDAQ: CIDM), the global leader in digital cinema conversion programs, is responsible for structuring and implementing the underlying VPF agreement that enables Wehrenberg's conversion to digital cinema, as well as providing the entire administration

responsibility of the VPF program for Wehrenberg. GDC Technology will provide the cinema servers.

“We selected NEC projectors because of their reliability and our strong working relationship with NEC over the last number of years,” said Ronald P. Krueger, Chairman and CEO of Wehrenberg Theatres. “As we complete our migration to digital technology and explore alternative content, we’re grateful to have NEC and its partners contribute to making the Wehrenberg experience that much more memorable for our guests.”

The NEC deployment is scheduled to begin in April and slated for completion in September 2011.

“Wehrenberg Theatres will enjoy all the benefits of the NEC technology, such as lower operating costs, centralized operations and the highest digital cinema projector quality on the market,” said Pierre Richer, President and COO of NEC Display Solutions.

“Wehrenberg has built a reputation for innovation over their 105 years of existence, and we’re proud to support them in this next phase of their growth.”

“Wehrenberg has created a unique theater experience for movie-goers in the Midwest and upgrading to the latest in digital projection equipment will no doubt be well received,” said Gary Cavey, President and CEO of Ballantyne Strong. “We are delighted to once again partner with Cinedigm as well as both NEC Financial Services and NEC Display Solutions.”

“Cinedigm is grateful to be working with valued partners NEC Display Solutions and Ballantyne in the Wehrenberg Theatres deployment,” said Chuck Goldwater, President, Media Services Group at Cinedigm. “We welcome the opportunity to help Wehrenberg build upon its past successes and forge relationships with new customers.”

NEC digital cinema projectors are Digital Cinema Initiatives (DCI) compliant, which allows exhibitors to capitalize on current and future growth opportunities, and can be centrally managed, freeing up on-site theater personnel for more strategic activities.

To learn more about financing options and current promotions, please visit <http://www.necdisplay.com/GoDigital>.

NEC's Cinema Advantage program offers cash-back rewards and exclusive promotions to small-to-medium-sized exhibitors. Visit <http://www.neccinemaadvantage.com> to register.

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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://necdisplay.com/digital-media-library>.

About VUKUNET

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit www.vukunet.com or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

About Wehrenberg Theatres (www.wehrenberg.com)

Wehrenberg Theatres operates 15 theatres in Missouri, Illinois, Iowa and Minnesota. Having celebrated its 100th Anniversary in 2006, St. Louis-based Wehrenberg Theatres is the oldest family-owned-and-operated theatre circuit in the U.S. Ronald P. Krueger, 3rd Generation, is Chairman and CEO of Wehrenberg Theatres.

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.

About Cinedigm

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company partners 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, satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and marketing and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies is a cornerstone of the digital cinema transformation. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp. www.cinedigm.com [CIDM-G]