



DELUXE ANNOUNCES STRATEGIC CONTENT DELIVERY PARTNERSHIPS IN EMEA FOR DIGITAL CINEMA BUSINESS

London, United Kingdom, 24th April 2012 – Deluxe Entertainment Services Group Inc. today revealed details of the strategic partnerships Deluxe Digital London has formed across Europe for the delivery of physical and electronic digital cinema content direct to exhibitors throughout EMEA region.

As European leaders in digital cinema; Deluxe leads the way in the development of innovative technological and workflow solutions in the evolving world of digital cinema and theatrical exhibition. The implementation of these strategic partnerships establishes a Deluxe-managed distribution network throughout Europe that increases both capacity and efficiency whilst ensuring content and distribution is never compromised.

As well as utilising existing Deluxe operations in Italy and Spain, **Deluxe is now establishing partnerships with Nordisk Film, Colorfront, Eclair Labs and Arri for drive cloning and distribution in their respective territories and surrounding regions.** Electronic delivery partnerships have also been established with Arqiva and Smartjog.

Deluxe Digital London Managing Director Peter Wright says, "Over the past 6 years, Deluxe has invested in excess of \$30M into our European digital cinema infrastructure and is considered the leader globally, working with the majority of major studios and film distribution companies. This latest phase of development and the implementation of this operation at exacting technical standards ensure the continued best digital cinema content delivery solution in Europe," adds Wright.

About Deluxe

Deluxe Entertainment Services Group Inc., a wholly-owned subsidiary of MacAndrews & Forbes Holdings Inc., is the leading provider of a broad range of entertainment industry services and technologies to the worldwide entertainment industry including the Hollywood studios, broadcast/cable/satellite providers, digital distribution, gaming as well as content owners and creators. Services for content creation in features, television and commercials are offered in production, post production, digital distribution, marketing services and asset management. They include EFILM® and Company 3® digital intermediates; post production and subtitling services; titles design and digital VFX; DVD compression, encoding and authoring; advertising distribution and syndication services; digital cinema services, motion picture film processing and printing; and 2D to 3D conversion. Post production facilities are located in North America, Europe, Australia and Hong Kong. Deluxe Digital Studios offer home entertainment services in North America, Europe and India. For more information, please visit www.bydeluxe.com

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