



**CINEDIGM ENTERTAINMENT GROUP ACQUIRES N.A. DISTRIBUTION RIGHTS  
TO TEEN ASSASSIN FABLE “VIOLET & DAISY,”  
STARRING SAOIRSE RONAN, ALEXIS BLEDEL AND JAMES GANDOLFINI**

**Cinedigm to Release Academy Award®-Winning Screenwriter Geoffrey Fletcher’s  
Directorial Debut in Theaters Followed by Digital, On-Demand and DVD**

(Los Angeles, CA, November 9, 2012) Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), has acquired North American distribution rights to writer-director Geoffrey Fletcher’s VIOLET & DAISY, which world premiered at the 2011 Toronto International Film Festival. Fletcher recently earned the Cinevation Award for his work on VIOLET & DAISY at the 2012 Savannah Film Festival. Cinedigm's theatrical distribution will commence in 2013, with subsequent roll out across on-demand, digital and DVD.

VIOLET & DAISY stars Saoirse Ronan (HANNA) and Alexis Bledel (GILMORE GIRLS) as two young, pop culture-obsessed assassins in New York City who accept what they think will be a quick and easy job until an unexpected target, played by James Gandolfini, throws their plan into chaos. The film, described by The Hollywood Reporter as “a surreal fable,” is Oscar®-winning screenwriter (PRECIOUS: BASED ON THE NOVEL PUSH BY SAPPHIRE) Geoffrey Fletcher’s directorial debut. The film is produced by Geoffrey Fletcher, John Penotti, and Bonnie Timmermann.

“Geoffrey has once again created a uniquely profound coming-of-age story that effortlessly mixes gritty realism with pop culture fantasies,” said Vincent Scordino, Vice President of Acquisitions, Theatrical, for Cinedigm. “It’s a film that will inspire other artists, while satisfying audiences across the country through a variety of delivery platforms.”

“Cinedigm’s formidable team and innovative spirit are great for cinema and a perfect match for Violet & Daisy,” said Geoffrey Fletcher. “Our entire team is thrilled to be working with them.”

The filmmakers were represented in the negotiation by GreeneStreet Films and CAA, and for Cinedigm by Scordino.

**About Cinedigm**

Cinedigm Digital Cinema Corp. is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. Cinedigm's digital cinema deployment and servicing organization, state of the art distributor and exhibition software, and marketing and distribution platform for alternative content and independent films are a cornerstone of the digital cinema transformation. With the April acquisition of New Video, the world's largest aggregator of independent digital content and leading distributor of quality entertainment, CIDM has created a new full service end-to-end

digital studio, enabling the Company to acquire and distribute independent films and specialty content both theatrically and via digital, mobile and home media platforms. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp [www.cinedigm.com](http://www.cinedigm.com). [CIDM-G]

#### **About Cinedigm Entertainment Group**

Cinedigm Entertainment Group (CEG), a division of Cinedigm Digital Cinema Corp., is an end-to-end digital distribution company delivering content in theaters, across digital and on-demand platforms, and on DVD/Blu-ray. CEG reaches a global digital audience through partnerships with iTunes, Netflix, Amazon, Google, Hulu, Vudu, Xbox, Playstation, and others. The company's library of over 5,000 titles includes award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company® and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. CEG is proud to distribute many Oscar®-nominated films including Hell and Back Again, GasLand, Waste Land, Paradise Lost 3: Purgatory, A Cat in Paris and Chico & Rita. Current and upcoming CEG multi-platform releases include The Invisible War, Citadel, In Our Nature, 22 Bullets and Don't Stop Believin': Everyman's Journey. [CIDM-G] [www.cinedigm.com](http://www.cinedigm.com).

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TO DARK COMEDY “VIOLET & DAISY,”  
STARRING SAOIRSE RONAN, ALEXIS BLEDEL AND JAMES GANDOLFINI**

**Cinedigm to Release Oscar-Winning Screenwriter Geoffrey Fletcher’s Directorial Debut in  
Theaters and Across Digital, On-Demand and DVD**

**(Los Angeles, CA, November 7, 2012) Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), has acquired North American distribution rights to writer-director Geoffrey Fletcher’s *VIOLET & DAISY*, which world premiered at the 2011 Toronto International Film Festival and was an official selection at the 2012 Savannah Film Festival. Cinedigm's theatrical distribution will commence in 2013, with subsequent roll out across on-demand, digital and DVD.**

*VOILET & DAISY* stars Saoirse Ronan (*Hannah*) and Alexis Bledel (*Gilmore Girls*) as two young, pop culture-obsessed assassins in New York City who accept what they think will be a quick and easy job until an unexpected target, Michael (James Gandolfini), throws their plan into confusion. The film, described by *The Hollywood Reporter* as “a surreal fable,” is Oscar-winning screenwriter Geoffrey Fletcher’s (*Precious: Based on the novel Push by Sapphire*) directorial debut. The film is produced by Geoffrey Fletcher, Steve Kempf and John Penotti.

“Geoffrey has once again created a uniquely profound coming-of-age story that effortlessly mixes gritty realism with pop culture fantasies,” said Vincent Scordino, Vice President of Acquisitions, Theatrical, for Cinedigm. “It’s a film that will inspire other artists, while satisfying audiences across the country through a variety of delivery platforms.”

[Director quote.]

The filmmakers were represented in the negotiation by John Penotti and CAA, and for Cinedigm by Scordino.

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