



NEWVIDEO®

**CINEDIGM AND NEW VIDEO® ACQUIRE US DISTRIBUTION RIGHTS TO
BRIAN SAVELSON'S *IN OUR NATURE*, STARRING JOHN SLATTERY,
GABRIELLE UNION, JENA MALONE AND ZACH GILFORD**

**Cinedigm To Release Scripted Drama In Theatres; New Video Release To Follow
Across Digital, On-Demand and DVD**

(Los Angeles, CA, April 19, 2012) – Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) and entertainment distributor New Video have jointly acquired US distribution rights to *In Our Nature*, Brian Savelson's feature directorial debut. The film recently had its world premiere at the 2012 SXSW Film Festival, where it connected deeply with audiences and was noted for the stunning performances by its acclaimed cast.

In Our Nature marks the third in a rapid string of acquisitions under the recently announced partnership between veteran distributors Cinedigm and New Video to acquire and distribute independent films theatrically in North America and across on-demand and digital platforms and DVD/Blu-ray. To date, the joint venture has acquired two other film festival favorites, *The Invisible War* and *Citadel*.

In Our Nature centers around two couples at a crossroads. A romantic getaway turns into an uncomfortable confrontation when a scheduling mistake puts an estranged father and son together in a vacation home with their respective girlfriends. As tensions mount, the weekend transforms into a major turning point for each of them.

The film was produced by Anish Savjani and Vincent Savino, and written and directed by Savelson. Savjani and Savino's company filmscience most recently produced *Meek's Cutoff* and *Wendy and Lucy*, both of which received tremendous acclaim, and Savjani won the Producers Award at the 2011 Independent Spirit Awards. Savelson is an accomplished young director who began his career producing on Broadway and has since won wide recognition for his short films and music videos, especially for his award-winning animation, *Counting Water*, and his work with rock group Band of Horses.

The filmmakers were represented in the negotiation by Kevin Iwashina and Christine D'Souza of Preferred Content.

About Cinedigm Entertainment Group

Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp., the worldwide leader of digital cinema installation, is a state of the art digital distributor of award-winning independent films and alternative content. CEG has released close to 200 independent films and alternative content events over the last few years, with past releases ranging up to 1,000 screens based on content and audience footprint. Films

released by Cinedigm include: "Life In A Day" directed by Kevin McDonald, produced by Ridley Scott and released in association with National Geographic Entertainment and YouTube; "The Ward" directed by John Carpenter; "Smell of Success" featuring Billy Bob Thornton, Téa Leoni and Ed Helms; "Back & Forth," a Foo Fighters documentary directed by Oscar® winner James Moll, and Peter Bogdanovich's "Runnin' Down A Dream" with Tom Petty and the Heartbreakers.

Current and upcoming CEG films include filmmaker Parris Patton's "No Room For Rockstars," the much-anticipated documentary chronicling the Vans Warped Tour which premiered at Sundance in January, 2012; "Like Water" chronicling UFC champion Anderson Silva, which premiered at the 2011 Tribeca Film Festival (winner, "Best New Documentary Director" award for first-time filmmaker Pablo Croce) and "The Invisible War," the groundbreaking documentary investigating the rape epidemic within the U.S. military from Oscar® and Emmy® Award-nominated filmmaker Kirby Dick (winner, Audience Award at the 2012 Sundance Film Festival). www.cinedigm.com

CIDM-G

About New Video

New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, 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. New Video is proud to distribute many Oscar®-nominated films including *GasLand*, *Waste Land*, *Chico & Rita* and *Hell and Back Again*.

Cinedigm Public Relations:

Maggie Begley

President, MBC

Maggie@mbcprinc.com; 310-301-1785

Cinedigm Investor Relations:

Kimberly Esterkin

kimberlye@addocommunications.com; 310-829-5400

New Video:

Sommer Hixson

shixson@newvideo.com; 646-259-4138