



CINEDIGM ACQUIRES U.S. DISTRIBUTION RIGHTS TO 22 BULLETS, STARRING JEAN RENO

Cinedigm To Release French Crime Thriller In Theatres and on Cable VOD, Digital and DVD

(Los Angeles, CA, April 25, 2012) – Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM) has acquired U.S. distribution rights to **22 BULLETS** (*L'immortel*), directed by **Richard Berry** (*I, Cesar*) and starring **Jean Reno** (*The Professional*, *Ronin*). This \$22 million French-language feature produced by **Luc Besson** (*La Femme Nikita*, *The Fifth Element*) has garnered \$7.4 million worldwide at the box office and has been praised for its thrilling mobster-crime plot, with comparisons to *Goodfellas*.

The acquisition of *22 BULLETS* follows the announcement April 19th that Cinedigm acquired leading entertainment distributor New Video Group, Inc. (“New Video”), the largest worldwide digital aggregator of independent content and leading distributor of quality entertainment. Cinedigm’s acquisition of New Video creates a new full service end-to-end digital releasing studio, enabling them to acquire and distribute independent films like *22 BULLETS* both theatrically and through digital, mobile and home media platforms.

Although the first acquisition for the newly acquired entity, *22 BULLETS* marks the fourth in a slate of acquisitions under the partnership announced at Sundance between Cinedigm and New Video. Recent deals include Sundance award-winner, *The Invisible War*, SXSW award-winner, *Citadel*, and *In Our Nature*, starring John Slattery.

Inspired by real-life events and based on the novel *L'Immortel* by Franz-Olivier Giesbert, *22 BULLETS* is the startling, action-packed saga of Charly Mattei (Reno). After a long, brutal and successful career in the Marseille mafia, Mattei has turned a new leaf and gone straight. For three years, he has lived a quiet life devoted to his wife and two young children. Then one winter morning, he is left for dead with 22 bullets in his body. Somehow he survives...and seeks out the only man who would dare to try to kill him.

“*22 BULLETS* is a shot of adrenalin to our formidable line-up of new titles,” said Susan Margolin, Co-President of Cinedigm’s new Entertainment Group. “Jean Reno is magnetic and a force of nature. His creative collaboration with Berry and Besson represents the best of independent cinema from around the world that we’re bringing stateside through our new partnership.”

The adapted screenplay for *22 BULLETS* is by Richard Berry, Mathieu Delaporte and Alexandre de La Patellière; the film is produced by Luc Besson (EuropaCorp); executive producer is Didier Hoarau. Mark Kashden negotiated the deal with Cécile Fouché from EuropaCorp. on behalf of New Video and Cinedigm,

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

Prior to its acquisition by Cinedigm, New Video had established itself as the 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*.

CIDM-G

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