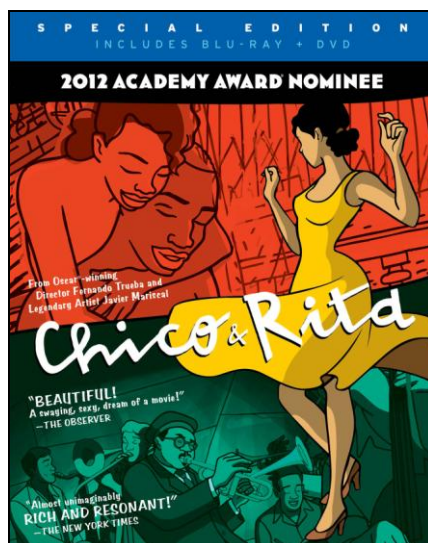


FOR IMMEDIATE RELEASE



**CINEDIGM RELEASES GKIDS' 2012 ACADEMY AWARD® - NOMINATED ANIMATED FILM,
"CHICO & RITA," SEPTEMBER 18 ON DVD AND ON-DEMAND**

**Limited Edition Collector's Set Includes Blu-Ray Disc, DVD Single and Latin
Grammy®-winning CD Soundtrack; 16-Page Excerpt from Bestselling Graphic Novel**

Early Digital Release August 21

"ALMOST UNIMAGINABLY RICH AND RESONANT!
Sexy, sweet ... an animated valentine to Cuba and its music."
—A.O. Scott, *The New York Times*

"SWOONINGLY BEAUTIFUL!
Evokes a bygone era as well as, or maybe even better than, *The Artist*!"
— Lou Lumenick, *New York Post*

"BEAUTIFUL! A SWAYING, SEXY, DREAM OF A MOVIE!
The year's best musical, and one of the year's finest animated films!"
— *The Observer*

NEW YORK, NY (July 26, 2012) – Cuba, 1948. Chico is a young piano player with big dreams. Rita is a beautiful singer with an extraordinary voice. Music and desire unite them as they chase their ambitions and each other from Havana to New York and Hollywood to Paris, in an epic story of love and heartbreak spanning six decades.

Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), will release **CHICO & RITA**, GKIDS' 2012 Academy Award® nominee for Best

Animated Feature, day-and-date on September 18th on cable VOD, DVD, and on DVD/Blu-ray in a Limited Edition Collector's Set, preceded by an early digital release on August 21.

Oscar®-winning director **Fernando Trueba** (*Belle Epoque*, *Calle 54*) and Spain's renowned artist and designer **Javier Mariscal** celebrate the music and culture of Cuba with an epic story of love, passion and heartbreak. Fresh off its worldwide theatrical release, **CHICO & RITA** earned more than \$2.2 million at the box office, was Oscar® nominated for Best Animated Feature, took home Best Animated Feature at the European Film Awards, and was an audience favorite at the Toronto and Telluride Film Festivals. Featuring a red-hot soundtrack by five-time Grammy®-winning Cuban musician and composer **Bebo Valdés**, with the music of (and animated cameos by) jazz legends **Thelonious Monk**, **Charlie Parker**, **Dizzy Gillespie**, **Tito Puente**, **Chano Pozo**, and others.

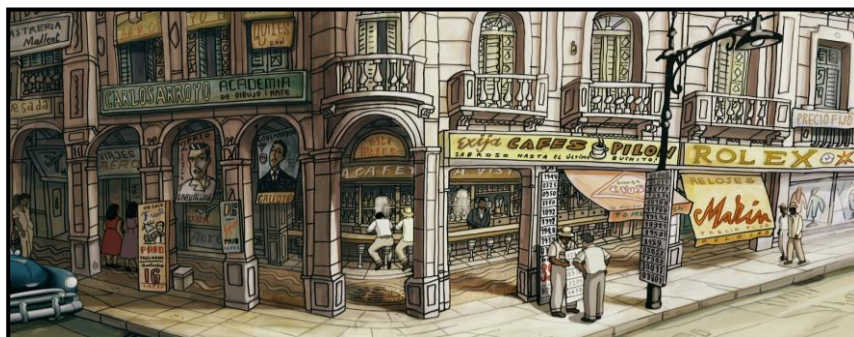
The Limited Edition Collector's Set includes Blu-ray and DVD discs, an audio CD of the full-length Latin Grammy®-winning soundtrack, and a 16-page excerpt from *The New York Times* bestselling graphic novel based on the film.



"EXUBERANT! BREATHTAKINGLY BEAUTIFUL!
A visually hypnotic, musically electric film!"
—*Hollywood Reporter*

"IRRESISTIBLE!
A buttery rich animated tale of love, jazz, showbiz, fame and politics."
— *Betsy Sharkey, Los Angeles Times*

"DAZZLING AND DELIGHTFUL!
A fantasy of the best and most beautiful kind, infused with passion and tragedy ... along with
a supremely romantic conclusion that left me weeping in the dark."
— *Andrew O-Hehir, Salon*



DVD and Blu-ray bonus features include: Making of **CHICO & RITA** Featurette, Audio Commentary with Directors Fernando Trueba and Javier Mariscal and U.S. Trailer.

Pricing:	\$29.95 DVD; \$39.95 BD/DVD/CD
Runtime:	94 mins. + extras
Rating:	For mature audiences
DVD Catalog #:	NNVG274671
BD Catalog #:	NNVG278791
Language:	Spanish, with English subtitles
Color:	Color
Audio Format:	Dolby Digital 5.1 Stereo
Genre:	Animation, Foreign

About GKIDS

GKIDS is a distributor of award-winning filmed entertainment specializing in animation for both adult and family audiences. The company has scored three Best Animated Feature Oscar® nominations in the past three years, with "The Secret of Kells" in 2010 and both "A Cat in Paris" and "Chico & Rita" in 2012 – marking the first time an independent distributor has had two simultaneous nominations in the category. GKIDS also handles North American theatrical distribution for Oscar® winner Hayao Miyazaki's famed Studio Ghibli library of films, one of the world's most coveted animation collections with titles "Spirited Away," "My Neighbor Totoro," "Princess Mononoke" and others. GKIDS is longtime producer of the New York Int'l Children's Film Festival, an Oscar®-qualifying event and North America's largest festival of film for children and teens. NYICFF jury members include Uma Thurman, Susan Sarandon, Matthew Modine, Jeffrey Wright, Gus van Sant, Christine Vachon, John Canemaker, Evan Shapiro and James Schamus. www.gkids.com

About Cinedigm Entertainment Group

Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp 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; "The Ward," directed by John Carpenter; "Smell of Success," featuring Billy Bob Thornton, Téa Leoni and Ed Helms; Foo Fighters documentary, "Back & Forth," 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 "No Room For Rockstars," Parris Patton's documentary chronicling the Vans Warped Tour; "Like Water," directed by Pablo Croce; "The Invisible War," directed by Kirby Dick; "Citadel," directed by Ciaran Foy; "In Our Nature," starring John Slattery; and "22 Bullets," starring Jean Reno and produced by Luc Besson.

Additionally, Cinedigm delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, and DVD. The company's library includes award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, including international blockbuster "Elite Squad: The Enemy Within," 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 "Hell and Back Again," "GasLand," "Waste Land," "The Secret of Kells," "Paradise Lost 3: Purgatory" and "Chico & Rita."

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To request a screener for review, contact:

Danielle Garnier, danielle@garnierpr.com, 773.276.0232

Sommer Hixson, shixson@newvideo.com, 646.259.413