



Press Release - For Immediate Release

**MediaMation Inks Deal with Cine Colombia,  
Colombia's Largest Theater chain to Roll Out 4D/5D Motion Effects  
Theaters Powered by MediaMation's  
X4D® Motion Technology**

**The first of several theaters to be installed in Barranquilla**

Torrance, CA., USA - March 19, 2014 - MediaMation, a leading supplier of 4D/5D motion effects theaters, has collaborated with Cine Colombia, the largest entertainment company in Colombia, to roll out several 4D/5D Motion EFX theaters commencing May, 2014. These state-of-the-art theaters will be outfitted and powered by MediaMation's distinctive patented technology using air pneumatics to control the motion of the seats to the action on the screen.

"Cine Colombia is extremely excited about adding 4D technology to our cinemas in Colombia. We are focused on family entertainment and feel 4D movies will be well received by our family audience. Having researched the industry thoroughly we selected MediaMation as our technology partner for several reasons: their business model, their exceptional performance and programming capabilities, as well as their proximity to the Hollywood film studios," states Munir Falah, Cine Colombia President.

"We are proud to have been chosen by Cine Colombia as their 4D technology partner." states Alison Jamele, President of MediaMation. "Cine Colombia has a great reputation, beautiful, state-of-the-art theaters and is the largest cinema chain in Colombia. I am looking forward to a synergistic relationship between the two companies for a very long time."

The X4D® Motion EFX Experience enhances the film with motion and effects. Mediamation's precisely synchronized motion compliments the on screen action to draw the viewer into the movie to provide an unparalleled movie going experience. Additionally, X4D® theaters incorporates effects such as seat poppers, pokers, air and water blasts, leg and neck ticklers, wind, strobe, fog and scent to create a totally immersive movie viewing experience.

**About Cine Colombia** - Founded in 1927, Cine Colombia maintains 37 state-of-the-art cinema complexes and 248 screens in ten Colombian cities. Cine Colombia is the largest entertainment company in Colombia and has recently finalized deals for an additional 100 screens giving them close to 50% of the market share. Cine Colombia also has several large format screens called Mega Sala Cineco. These theaters have a 40% larger screen size than normal theaters and are equipped with Barco's Auro 11.1 surround sound system. Their high standards of service and innovation have been part of the reason for its undisputed place as the number one market share leader in Colombia, despite the presence of numerous players and foreign movie chains in the Colombian market. The company's commitment to technological development was evident when it became the first movie company in Colombia to implement a digital projector in 2007 and continuing in this philosophy with 4D to further enhance the audiences experience which proves that the company's commitment to audience satisfaction is key to their success, thus making them entertainment leaders. Cine Colombia is also the only theater company in Colombia that is strong in film distribution representing Twentieth Century Fox, Warner Bros. and most Latin American consortiums.

**About MediaMation, Inc.** - Founded in 1991, MMI has installed X4D® Motion EFX seats and turnkey 4D/5D theaters throughout the world. Most recently, installations have included 250+ seats for Cinemex's X4D® Cinema Theaters installed/installing throughout Mexico in 15 of their cineplexes. Cinemex is the 6th largest Cinema chain in the world and was just recognized as the "Best International Cinema" at the ShowEast Conference 2013. Longstanding MMI clients such as "Ripley's Believe It or Not" Moving 4D Theaters in San Antonio, Texas and Baltimore as well as Legoland Discovery Centers in Toronto, Chicago and other locations respectively, continue to use MMI to supply them with high quality 4D immersive theaters. MediaMation's X4D® Motion EFX Theaters are installed in over 34 countries, such as multiple locations of the Museo De Cera's Viaje Fantastico Theaters in Mexico and the Royal Saudi Air Force Museum, to name a few.

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