

SHOWCASE



For immediate release:

4D Cinema Maker MediaMation Installs The First MX4D™ Motion EFX Theatre on the East Coast for National Amusements, Inc.

Boston Area Install Set For Late Summer 2015 Premiere At Showcase Cinema de Lux Revere

Cinemacon 2015 Las Vegas. . . April 22, 2015 – Leading 4D Cinema innovator MediaMation, Inc. (MMI) www.mediamation.com of Torrance, CA, inks deal with major theatre chain National Amusements, Inc. of Norwood, MA to install a 70-seat MediaMation MX4D™ Motion EFX Theatre in the chain's newly refurbished, 20-screen Showcase Cinema de Lux Revere location just outside Boston, MA. Plans call for the new U.S. MX4D™ theatre -- the first full 4D Motion EFX theatre on the U.S. East Coast -- to open summer of 2015.

According to MediaMation President/CEO Alison Jamele, the Boston-area installation for National Amusements' Showcase Cinemas brand represents a key initiative by MMI to expand its presence in the U.S. cinema market. MediaMation currently has 25 plus MX4D™ Motion EFX cinemas in diverse international locales ranging from Mexico and Colombia -- to the Middle East -- to the newly announced theatres for major cinema chains in China (Wanda, Jinyi) and Japan (Toho.) MMI's sole domestic MX4D™ theatre, prior to this announcement, is housed in Santa Rosa Entertainment Group's Plaza Stadium Cinemas 14 in Oxnard, CA, outside Los Angeles.

Duncan Short, Vice President of Operations of National Amusements states, "We are looking forward to bringing the MX4D™ experience to Revere to compliment the luxury seating and XPlus premium large format offerings in our newly remodeled theatre. We really see the future in this technology to revolutionize the cinema industry and provide a sought after new option for our most avid moviegoers."

MX4D™ is MediaMation's uniquely branded "4D" pneumatically driven motion EFX system. In general, 4D refers to an emerging "immersive" technology which allows movie-goers to experience big Hollywood "blockbusters," as well as locally produced major films, in a new way via the addition of moving seats, air/water blasts, leg ticklers, fog scents and other special effects that emanate from specially designed theatre seats or from inside the theatre itself. These multiple special effects are

programmed to both sync with and enhance the action on the screen for a more exciting and realistic movie-going experience.

About MediaMation, Inc.:

For more than 24 years, MediaMation has provided innovative and visionary technological solutions to the entertainment market. MediaMation is an interactive technology company and a worldwide, leading supplier and manufacturer of patented technology for 4D/5D motion EFX theatres and seats. Besides its MX4D™ Motion EFX technology and seats, MMI designs and implements creative solutions for complex shows, rides exhibits, fountain shows, etc. for theme parks, zoos, aquariums, museums, cinemas and FECs. From concept to design to installation, MediaMation provides turnkey solutions to creating state-of-the-art 4D theatres and themed environments. For more information, visit www.mediamation.com, www.MX-4D.com, call 310.320.0696 or email: sales@mediamation.com.

About National Amusements:

National Amusements, Inc. is a world leader in the motion picture exhibition industry operating more than 950 movie screens in the U.S., U.K., and Latin America. National Amusements delivers a superior entertainment experience in theatres around the world under its Showcase, Multiplex, Cinema de Lux and UCI brands. Based in Norwood, Massachusetts, National Amusements is a closely held company operating under the third generation of leadership by the Redstone family. National Amusements is also an equal partner in the online ticketing service, MovieTickets.com, and is the parent company of both Viacom and CBS Corporation. Visit them at www.showcasecinemas.com.

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