



For immediate release:

4D CINEMA MAKER MEDIAMATION CONTINUES LATIN AMERICA SUCCESS STORY WITH FOUR MORE MX4D® THEATRES FOR REGION'S TWO TOP CHAINS.

With 17 MediaMation MX4D® Theatres Currently Boosting Box Office in Colombia and Mexico, Select Number of New Installations Will Feature First Regional Use of MMI's Game-Changing Arm Rest EFX Technology.

TORRANCE, CA (December 2, 2015) – Building on the proven track record of its MX4D® Motion EFX Theatres in two key Latin America cinema markets, veteran interactive technologies company MediaMation, Inc. (MMI) announces four more immediate installations of its next-generation “4D” motion EFX theatres in Colombia and Mexico.

In general, “4D” refers to an emerging immersive cinema 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/neck ticklers, fog, seat/back pokers, seat rumblers 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 and sounds in the theatre for a more exciting and realistic movie-going experience. MX4D® is MediaMation’s uniquely branded “4D” pneumatically driven motion EFX system.

The two upcoming Colombian theatres – slated for Dec. 2015/Jan. 2016 delivery -- will be for Cine Colombia, the nation’s largest entertainment company. Both installations will be located in the capital city of Bogota, D.C., one of the largest cities in Latin America, with an estimated population of 8 million people. Close to 400 MX4D® seats are scheduled for assembly in MediaMation’s Torrance, CA headquarters between the two Colombian projects. Cine Colombia opened its first MMI theatre in June 2014, and has five MX4D® theatres (branded as Dinamix 4D) in four cities -- the aforementioned Bogota, as well as Barranquilla, Villavicencio and Cali.

The first Colombia 180-seat MX4D® installation will be constructed for the chain’s Titan Theatre, which serves 1.2 million people annually; with a second, larger, 208-seat project slated for the Americas theatre – a complex which attracts 1.5 million patrons a year. Both new MX4D® motion EFX theatres will

feature a Latin American cinematic first – introduction of MediaMation’s patent-pending arm rest EFX technology. The unique special EFX delivery system, available as an option from MMI, allows scents, wind, air blasts, fog and other special effects to emanate from each theatre patron’s individual seat arm rest. According to MMI Vice President/CTO Dan Jamele, besides eliminating the need for fans and other infrastructure in the 4D theatre, “the armrest gives each movie-goer a more uniform, enhanced and immersive experience.”

Munir Falah, CEO of Cine Colombia adds: “I was impressed by the special effects arm rest at MMI’s booth at CinemaCon 2015 in Las Vegas. Once I saw it in action, I knew I wanted this exciting new technology to be part of our upcoming MX4D® installations in Colombia.”

With twelve MX4D® theatres in eight Mexican cities, including Mexico City, Monterrey and Guadalajara, cinema chain Cinemex continues to expand its investment in MediaMation MX4D® technology. As the sixth largest cinema chain in the world, Cinemex has commissioned two more 262-seat theatres to be delivered in January 2016 in as yet to be determined Mexican cities.

Javier Reyes, Film Programming Manager for Cinemex adds: “We believe that the 4D format will be essential now to every blockbuster film, and studios will be developing some of their films with the immersive experience in mind. Within the two years we’ve been working with MediaMation’s MX4D® format, we’ve reached higher revenue shares for the films with the format.”

Notes Heather Blair, MMI head of cinema sales, regarding the significance of the upcoming Latin American MX4D® installations: “We are thrilled by the decisions of our existing Colombian and Mexican clients to continue supporting and expanding the implementation of MX4D®. Clearly, our immersive 4D cinema technology is resonating with their audiences. We are confident Cine Colombia’s move to purchase the arm rest EFX technology for upcoming installations will prove to be a wise move in terms of enhancing audience enjoyment, and ultimately, increasing revenues.”

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 Cine Colombia - Founded in 1927, Cine Colombia maintains 42 state-of-the-art cinema complexes and 280 screens in twelve 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 MegaSala 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. It continued this philosophy with 4D to further enhance the audience 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 Cinemex - Cinemex is the second leading cinema chain in México and the sixth largest cinema chain worldwide, with 253 sites, 2,468 screens and continued growth within Mexico. Founded in 1995 with the intent to revolutionize the movie entertainment industry in Mexico, Cinemex began installing multiplexes and stadium-style seating with the primary focus of attending to guests' every need. Today, Cinemex continues to offer innovative concepts in cinema-going including Platino Cinemex and CinemexPremium, state-of-the-art theatres equipped with luxury seating and first-class dining, Cinemex 3D, and our newest concept – the 4D experience. At Cinemex, being the best in entertaining our guests is our main goal.<http://www.cinemex.com><<http://www.cinemex.com/>>

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