



For immediate release:

UAE's Premiere Entertainment Provider Reel Cinemas to Mark Debut of MediaMation MX4D® MOTION EFX Theatre at World's Largest Mall in Dubai

Sprawling 22-Screen Megaplex is Among the Highest Performing Cinemas on the Planet

DUBAI, U.A.E., (December 9, 2015) – Through the efforts of Middle East-based dealer/integrator Scrabble, 4D cinema maker and interactive technologies company MediaMation, Inc. (MMI) of Torrance, CA, USA, has been commissioned to produce a 132-seat MX4D® Motion EFX Theatre for Reel Cinemas in The Dubai Mall, the world's largest and most-visited retail and entertainment destination. The Reel Cinemas project is scheduled for installation Dec. 2015.

The Dubai Mall, with more than 1,200 retail outlets, welcomed over 80 million visitors in 2014 underlining its credentials as the world's most-visited lifestyle and entertainment destination. The 22-screen Reel Cinemas megaplex in The Dubai Mall is among the best performing theatres on the globe.

MX4D® is MediaMation's uniquely branded "4D" pneumatically driven motion EFX system. In general, 4D refers to an emerging "immersive" cinema technology which allows movie-goers to experience 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.

Notes Heather Blair, MMI head of cinema sales: "We at MediaMation are pleased by how enthusiastically the U.A.E. has embraced our MX4D® theatres. This region frequently seeks out the best entertainment options for its citizens and visitors, and the fact that Reel Cinemas in The Dubai Mall has chosen MMI's 4D system is a welcome endorsement of its significant value in the cinema exhibition marketplace."

Scrabble's COO Pruthu Sha, reflects nostalgically about the impending MX4D® installation. "It has taken over a year and a half to secure this project. We are taking great care as we install one of the first MX4D® cinemas in the UAE. Reel Cinemas is a very important client to us as we handle all their digital

cinema installations. We couldn't be more excited. The cinemas in the UAE territory are favorable to adding 4D screens and technology. We decided to align ourselves with MediaMation as we liked their air pneumatic technology and their business model. Our cinema clients are keen to have a local company like Scrabble assist with installation, maintenance and trouble-shooting. We are happy to offer that service to MediaMation and are their dealer in the UAE."

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 Scrabble Entertainment Limited -- ("Scrabble") is a subsidiary of UFO Moviez India Limited. We started our operation in 2007 led by a team having vast domain expertise. We have market coverage of 85% in India and 50% + in Middle East and a total screen count of 2500+ screens under our Virtual Print Feel business model. Being the first Company in India and Middle East to have deployment agreement with Hollywood Studios viz. Sony Entertainment, 20th Century Fox, Paramount Pictures, Walt Disney, Universal Studios & Warner Bros, we played a very important role in conversion of projection systems from Analog to Digital in India and Middle East. Besides Virtual Print Fee deals, we also provide integrated Cinema solutions across India, Middle East, North Africa and Pakistan. For more information, visit www.scrabbleentertainment.com

About Emaar Retail LLC -- Emaar Retail LLC, a premier provider of leisure and entertainment experiences, is developing a portfolio of brands in key growth markets and is strategically building new alliances, joint ventures, franchises and licenses. Emaar Retail has developed and manages the business operations for The Dubai Mall's entertainment components including KidZania®, SEGA Republic, the Olympic-sized Dubai Ice Rink, Dubai Aquarium & Underwater Zoo and the 22-screen Reel Cinemas.

In addition, Emaar Retail has introduced the first 'Premier' Reel Cinemas Cineplex and the over 8,000 sq. ft. family-friendly Njoi concept at Dubai Marina Mall as well as a 10-screen Reel Cinemas at The Beach. The company will continue to explore opportunities for developing leisure assets across the region.

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