



**SONY BUSINESS SOLUTIONS CORPORATION AND
MEDIAMATION, INC. FORGE STRATEGIC PARTNERSHIP
IN JAPANESE CINEMA MARKET.
THREE MAJOR MX4D™ MOTION EFX THEATRE INSTALLATIONS
SLATED FOR TOHO CINEMAS.**

**MediaMation, Inc. --The Leading Innovator In 4D/5D Motion EFX Theatres --
Partners With Sony Business Solutions Corporation
To Be MMI's Exclusive Distributor Of
MediaMation's MX4D™ Motion EFX Cinema Theatres In Japan.**

Torrance, CA . . . February 25, 2015 – MediaMation, Inc. (MMI) is pleased to announce Sony Business Solutions Corporation (SBSC) will be the exclusive distributors for their MediaMation MX4D™ Motion EFX Cinema Theatres in Japan. The flagship installation in this new alliance will be the opening of TOHO Cinemas LaLaport Fujimi, MediaMation MX4D™ Motion EFX Cinema Theatre in April 2015, with two additional 100+ seat installations following shortly thereafter in TOHO Cinemas Roppongi Hills and TOHO Cinemas Shinjuku. TOHO Cinemas is the nation's largest cinema chain.

Sony Business Solutions Corporation, a subsidiary company of Sony Corporation, acts as a “one-stop-shop” for a client's business needs. Their market reach and expertise encompasses broadcasting, digital cinema, education, sports stadiums, governmental entities, medical, retail and more. As part of its agreement with MMI, Sony Business Solutions Corporation SBSC will handle MediaMation MX4D™ Motion EFX Cinema Theatre clients in Japan and fuel MediaMation's expansion by providing integration, sales installation, servicing and support for MMI's MX4D™ Cinema Theatres.

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" 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.

Notes MMI Vice President/CTO Dan Jamele: "With our new partner, Sony Business Solutions Corporation, we see adding MediaMation MX4D™ Motion EFX cinema technology to their stable of offerings as a natural extension of the Sony business model, since Sony Business Solutions Corporation SBSC routinely deals with digital cinema systems throughout Japan. As the rapid expansion of our MX4D™ Motion EFX Theatres into the world-wide cinema market progresses, this partnership is a significant milestone in our global reach. With Sony Business Solutions Corporation SBSC's reputation and longevity, we feel our clients in Japan will be in good hands."

Observes Takashi Hayasaka, General Manager, New Business Promotion Department, Sales & Marketing Division, Sony Business Solutions Corporation: "As Sony Business Solutions Corporation expands its offerings to its customer base, we see MediaMation's MX4D™ Motion EFX Theatres as the next evolution in the cinema market. MediaMation provides strong experience and the best technology available. Sony Business Solutions Corporation is proud to be a partner with them in this exciting growth industry."

MediaMation is committed to entertaining the masses with their visionary technology. The company creates innovative ways to immerse the audience in their surroundings... taking them out of their element and interjecting them into a different experience. Because of their long history in this arena, it comes as no surprise that the demand for their designs and implementation of theatres, interactive exhibits and fountain shows continues to gain momentum. MediaMation owes its approach to their success in understanding the clients' wants and needs and works closely with them to be sure that they convey their client's vision to their patrons. No matter how intricate it may be they are always up for the challenge.

Since its inception, MediaMation has worked with major theme parks, museums and family fun centers. In 2010, MediaMation saw the opportunity to provide this same interactive, immersive technology as it did for 4D/5D Motion EFX theatres in themed environments. Since then, it has been bringing its technological innovations to the cinema market, where it has been well received -- new rollouts of cinema screens are happening monthly.

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 SONY BUSINESS SOLUTIONS CORPORATION – Sony Business

Solutions Corporation is a subsidiary of Sony Corporation, providing optimized solutions to the B2B customers in Japan. With Sony Business Solution Corporation's state of the art technology and products, it covers a vast amount of B2B customers such as broadcast, digital cinema, education, sports stadiums, governmental entities, medical, retail and more. It offers "one-stop" solutions to those customers, including system consulting, system design, integration, after service and support. #

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