

Digital Cinema Report

For Immediate Release

Galaxy Theatres Wins Digital Cinema Report's First Catalyst Award

NYACK, NY – Galaxy Theatres has been named the winner of the first Catalyst Award from the website Digital Cinema Report, it was announced today by the site's Editor & Publisher Nick Dager. As the motion picture exhibition industry enters the second decade of adopting digital technology, Digital Cinema Report created the award to honor the Exhibitor who best demonstrates the full capability, flexibility and promise of Digital Cinema.

"Digital Cinema Technology is revolutionizing not just how people see movies at their local theatres but is dramatically changing the kinds of things they see," Dager said. "When most people think of digital cinema, they usually think of 3D and movies like Avatar. That wasn't possible a decade ago. But the technology also enables theatres to show other kinds of programming. Now the choices include concerts, sports, opera, political and cultural events and, increasingly, events that can truly enrich a community. In that regard Galaxy has truly been a leader. They are significantly helping to reshape Exhibition's future."

Ranked in the top 10 in the U.S. by number of screens, Galaxy Theatres operates theatres in California, Nevada, Texas and Washington. Formed in 1998, its focus is to develop a portfolio of high impact, state-of-the-art movie entertainment theatres in selected markets of the western United States. Galaxy's locations are fully digital and have at least four 3D screens each.

In accepting the award, Galaxy's CEO Frank Rimkus said, "We are truly honored by your recognition of Galaxy Theatres as a national leader in the use of digital cinema. The technology is providing us tremendous new capability and flexibility in both our programming and operations. It is expanding our core competencies of being a first class entertainment and cultural hub for the markets we serve."

There have been numerous special events presented in movie theatres that are a direct result of this new technology, Publisher Dager said. For example, Galaxy's Theatres hosted the U.S. Air Force's Thunderbirds, their families and Military Dignitaries a private screening of the premiere of the documentary *America's Team, Being a U.S. Air Force Thunderbird*.

"For me the single most exciting moment in the development of digital cinema took place last January," Dager said, "when more than two thousand children and educators gathered at Galaxy Theatres in Gig Harbor, Washington to participate in an all digital "Day in Space" educational event which featured a live twenty-minute question-and-answer session between students and Expedition 18 astronauts Mike Fincke and Sandra Magnus aboard the International Space Station."

Thousands of theatres in the United States and around the world have made the transition to digital technology and more are joining them every day. One theatre in Georgia opened its doors for free and presented the finals of the Little League World Series on the big screen because the local team was in the game and many in the community couldn't afford to travel to see them play. Many theatres around the country offered the political debates during the 2008 campaign to engage the community and promote open debate.

Dager noted that, "Events like this show just some of the potential this new technology can offer. And the vision of the pioneering men and women who run Galaxy Theatres to explore these innovative applications is why we named them as the first Catalyst Award winner."

Dager will present the award at a luncheon in Las Vegas March 16th during ShoWest, the Exhibition Industry's largest annual convention in North America.

For almost a decade Digital Cinema Report has provided news, analysis and perspective on the changes taking place in motion picture production, post-production and exhibition. It is the world's leading source for information about motion picture business and technology.

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