



NEWS RELEASE
December 5, 2011

CINEASIA 2011 TO TIME ANTAEUS GROUP
WITH DLP CINEMA® “MARKETING ACHIEVEMENT AWARD”.
AWARD TO BE ACCEPTED BY CHAIRMAN ZHANG BAOQUAN

New York – Time Antaeus Group, will be honored with the DLP Cinema® “Marketing Achievement Award” at the CineAsia convention in Hong Kong. The award will be accepted by the company’s chairman, Zhang Baoquan. This Award will be presented as part of the Gala Final Night Banquet and Awards Ceremony on Thursday, December 8th at the Grand Hyatt Hong Kong.

“It is a great honor to be able to single out the achievements of Time Antaeus Group at this year’s CineAsia”, noted Robert H. Sunshine, Managing Director of the annual convention.

“Time Antaeus not only started China's first digital cinema chain brand “17.5” Cinemas, but has lead the way in many technological advancements”.

"The transition to digital cinema is rapidly expanding worldwide, especially in China, where the Time Antaeus Group has been at the forefront by providing a premium, differentiated experience," said Tony Adamson, Manager of Worldwide Customer Marketing, DLP Cinema. "With facilities to best match the needs and wants of the communities they serve, combined with the latest technology and unique program offerings available, we're proud to honor Time Antaeus for its leadership, and excited for what's in store for their future."

Time Antaeus Group (TA), the exclusively-invested cinema and movie enterprise of Antaeus Group, has seized the opportunity of cinema digitalization and established a cinema empire that centers on the MVM digital cinema platform which encompasses broad cinema channels and strong content production capability. Over 1 billion RMB has been invested in the cinema industry. With five exclusively-invested subsidiaries and four joint ventures covering production, distribution, screening, cinema investment, equipment R&D, marketing and digital cinema remote control services, TA has the most complete industrial chain and has become one of the most powerful domestic private cinema and movie industrial enterprises.

[more]

In 2005, TA, having spent 100 million RMB in establishing the Time Antaeus Cinema Investment Co., Ltd., started China's first digital cinema chain brand, "17.5" Cinemas. Advocating modern international cinema entertainment and "1 + X" cinema life style, TA customizes every project by exclusive investment, joint ventures, and franchising and is committed to the prosperity of China's movie industry with clear development objectives and positioning strategies.

The new innovation of cinema operation management style "1 + X" initiated by Chairman Zhang Baoquan, has formed a new, fashionable, and diversified entertainment style of cinema, with "1" representing the cinema, and "X" referring to the business activities around cinema and concessions such as bars, VOD (video on demand), casual snacks, discs, bookstores, games and post-movie products. To better realize different screening requirements and meet the various needs of the public, TA promotes cinema type diversification, with 17.5 circuits and multiplexes covering a variety of stated cinemas; community; college and bar and club cinemas. Relying on the abundant resources of MVM digital cinema platform, TA is able to satisfy the demands for different types from different regions and make cinemas part of mass culture consumption of the public.

By the end of 2011, TA 's 204 cinemas and 983 screens will provide recreational and cultural services for 20 provinces, mainly in Beijing, Shanghai, Chongqing, Shenzhen, Nanchang, Changsha, Changchun, Baotou, Kunming, among others. TA is planning to deploy 1,500 screens by the end of next year.

In 2005, TA established Beijing Time Antaeus Media Technology Co., Ltd with a competent technical team that committed to researching the development of EVD, the HD player with sole proprietary intellectual property rights in China and digital cinema servers. It has successfully developed the first mobile server V8 for the rural market and five models of Montage digital cinema servers covering high, medium, low level and rural market. Joint cooperation between TA and Doremi Labs, Inc. made the "Montage / Doremi CDCS2000 digital cinema server" co-produced by TA and Doremi Labs, Inc. It has become China's first DCI-Certified server brand in the world by passing CTP in June of 2011, as well as the whole series of Doremi servers.

In 2008, TA cooperated with Christie Digital Systems Inc. on the large ring screening system of Bird's Nest in the main venue of the Beijing Olympic Games and Paralympics Games, which made a significant contribution to the opening ceremony and the torch lighting ceremony. In 2009, TA and Christie established a close strategic partnership focusing on China's high-end cinema market by starting the movement of "film into digital" in China's movie industry. By December 2011, TA will have deployed 983 DLP high-end digital projectors in "17.5" Cinemas; with the number expected to reach 1,500 by the end of 2012. Additionally, it also works with 31 well-known cinema channels such as China Film TA digital cinema Investment, Wanda Cinema, Stellar Cinema and New Film Association in the sales and installation of a total of 1,102 units of DLP high-end digital projection equipment, accounting for nearly 40% of the domestic market. At the same time, 650 sets of mid-level digital server Montage V15 and 13,000 sets of mobile digital server V12, have been widely installed in homes with market share reaching 47% and 35% respectively.

[more]

In 2008, with both box office success and reputation in the field, "Ip Man" produced by TA, gained a series of rewards such as the Huabiao Film Award; the best movie of Hong Kong Film Award and 12 other film awards. The biography action memorial movie "Bruce Lee: My Brother", Romance and action movie "No limit" and several other movies have been successfully produced and distributed by TA.

Currently, the TA-invested comedy "Double Bed Treaty" is at the distribution stage. The fantasy movie "Sunny Slope"; ethics film "Oath of Death" and bibliographic art film "Blue Bone" by Cui Jian- Father of China rock music, are in the course of production. The war epic with an investment of nearly 100 million RMB - "Liberation of Hainan Island" co-produced by TA, China Film Group and Hainan Provincial is also in creation.

Since its first step in Chinese film market in 2005, TA has made unremitting efforts to promote the development of China's digital movie industry with adherence to the spirit of "digitalization revives Chinese motion pictures, movies belong to the public". TA could not have made such achievements without cinema digitalization. Every TA member is determined to strive for this great undertaking with an anticipation of golden era in Chinese movie industry.

Accepting the DLP Cinema® "Marketing Achievement Award" for Time Antaeus is Mr. Zhang Baoquan, Chairman.

Mr. Zhang, known as the master of innovation in the China business world, has paved his own way in business operations and turned the business focus twice within ten years. As creative and cultural industries were just emerging in China, he became a pioneer in the film industry; contemporary art and tourism and resorts, transferring Antaeus Group from a sole real estate company to a modern high-tech cultural service-oriented industry.

Over the years, Mr. Zhang has made a huge investment in supporting and promoting the development of China's digital cinema industry and spared no effort to boost the revitalization of the Chinese film industry. He has established joint ventures with the China Film Group and the Beijing Film Group, and has been encouraged films to be part of public entertainment

CineAsia 2011 will take place from December 6-8, 2011 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by Prometheus Global Media, owner of leading entertainment publications and events including *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, the CLIO Awards as well as ShowEast and CineEurope.

#####