



PRESS RELEASE

Technicolor & Relativity Media Form Strategic Partnership for Range of Production, Post Production & Distribution Services

Paris (France) & Hollywood (California) – January 10, 2011 – Technicolor (Euronext Paris : TCH ; NYSE : TCH) today announced it has formed a strategic partnership with Relativity Media, a media and entertainment company known for creating, financing and distributing content across all platforms, to provide a broad range of services including production, post production, release printing and distribution services for theatrical and subsequent windows.

“As partners, Technicolor and Relativity Media are both very like-minded innovators and strategic thinkers,” commented Michael Joe, president of Relativity Media. “After a complete assessment of the market, we selected Technicolor because of their broad commitment to the industry, their remarkable legacy and leading digital capabilities.”

Under the terms of the exclusive long-term agreement, Technicolor will provide Relativity Media with an extensive range of production and post production services encompassing visual effects and film services including 35mm trailers release printing, and front-end negative processing. Also included are theatrical distribution services across both 35mm film and digital cinema, along with marketing services. Technicolor will also be a preferred provider a number of digital services including DVD compression & authoring, media management, and digital delivery to consumers.

“We are delighted to be broadening and deepening our relationship with a fast moving partner like Relativity Media as they continue evolving their business model,” said Frederic Rose, CEO of Technicolor. “As the industry shifts rapidly to digital, we are committed to continue our investment in technology innovation to provide the most efficient and advanced workflows and services to our partners.”

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About Technicolor

Technicolor is home to industry-leading creative and technology professionals committed to the creation, management and delivery of entertainment content to consumers around the world. Propelled by a culture of innovation and underpinned by a dedicated research organization, the company's thriving licensing business possesses an extensive intellectual property portfolio focused on imaging and sound technologies. Serving motion picture, television, and other media clients, the company is a leading provider of high-end visual effects, animation, and postproduction services. In support of network service providers and broadcasters globally, Technicolor ranks among the worlds' leading suppliers of digital content delivery services and home access devices, including set-top boxes and gateways. The company also remains a large physical media service provider, being one of the world's largest film processors and independent manufacturers and distributors of DVDs and Blu-ray™ discs. Euronext Paris: TCH ; NYSE: TCH ; www.technicolor.com

About Relativity Media, LLC

Relativity Media, LLC is a media and entertainment company that focuses on creating, financing and distributing first class, studio-quality entertainment content and intellectual property across multiple platforms, as well as making strategic partnerships with, and opportunistic investments in, media and entertainment-related companies and assets. Relativity owns and operates Rogue, a company that specializes in the production and distribution of films targeted to the 13-25 year old audience. Building upon its foundation of financing and producing films, Relativity has grown to include music, sports and television divisions and the next-generation social network iamrogue.com. Relativity also owns and operates RelativityREAL, Relativity's television arm, which has become one of the leading suppliers of reality television with more than 20 shows in episodic or pilot.

To date, Relativity has committed to, produced and/or financed more than 200 studio-quality motion pictures through 2014. Released films have accumulated more than \$15.0 billion in worldwide box office revenue. Relativity's recent films include Salt, Despicable Me, Grown Ups, Charlie St. Cloud, Dear John, It's Complicated, Zombieland, Couples Retreat, Get Him to the Greek, Robin Hood, and, most recently, The Fighter, Little Fockers, Season of the Witch and The Social Network. Upcoming

films for Relativity include James Cameron's Sanctum in 3D, Limitless, Take Me Home Tonight and Immortals, Battle: Los Angeles, and Cowboys & Aliens. 33 of the company's films have opened at No. 1 at the box office. Relativity films have earned 43 Oscar® nominations, including nods for Nine, A Serious Man, Frost/Nixon, Atonement, American Gangster and 3:10 to Yuma. 53 of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

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Technicolor is a company listed on NYSE Euronext Paris and NYSE stock exchanges, and this press release contains certain statements that constitute "forward-looking statements" within the meaning of the "safe harbor" of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from the future results expressed, forecasted or implied by such forward-looking statements. For a more complete list and description of such risks and uncertainties, refer to Technicolor's filings with the U.S. Securities and Exchange Commission and its filings with the French Autorité des marchés financiers.