

PRESS RELEASE

Technicolor enters digital cinema strategic partnership with EFS Media Group

New alliance offers in-country drive replication, distribution fulfilment and support services for Germany and German-speaking markets

Paris (France) – September 26th, 2013 – [Technicolor](#) (Euronext Paris: TCH) today announces it has entered a strategic alliance with EFS Media Group, German-based expert logistics and general service provider in film and digital cinema management. The partnership will enable Technicolor to provide drive replication and managed freight services in Germany and German-speaking territories from EFS' logistics hub in Frankfurt, Germany. This alliance further supports Technicolor's worldwide strategy of increasing its local market presence in key territories.

The agreement covers in-country replication, managed freight services and customer support. This offers Technicolor's studio clients a single point of contact for end-to-end digital cinema replication and distribution services, for both in-country theatres and for those in additional German language markets, providing greater efficiencies without the complexity of managing multiple vendors across Europe.

"Forming partnerships with local market specialists is a strategic priority for Technicolor Digital Cinema as we continue to expand our global, yet local, reach," said Claude Gagnon, President of Creative Services, Technicolor. "We are delighted to have signed this agreement with EFS covering an important part of the theatrical audience in Western Europe as EFS has a long-standing reputation for providing the same exacting standards for logistics as provided by Technicolor for replication".

Jürgen Vogt, President of EFS Media Group, added: *"We look forward to working closely with Technicolor. Our intelligent logistics and media industry services combined with our new partner's distinguished and globally reputed replication services, offers a highly compelling proposition for studios and independents servicing German-speaking markets."*

Technicolor offers a suite of digital cinema services including localisation, content mastering and distribution. The company is able to leverage a hybrid distribution platform comprised of leading physical and electronic distribution mediums, including key management, to ensure the security and reliable delivery of content to cinemas. Technicolor delivers its customers' content to digital screens worldwide and continues to seek opportunities to grow its digital cinema distribution footprint organically, as well as through partnerships with leading distribution providers in various markets. In addition to Germany, Technicolor now offers Digital Cinema services from facilities in the following markets: US, Canada, Mexico, France, UK, Italy, Poland, Thailand, Hong Kong, Japan, Australia.

About Technicolor

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. We also benefit from an extensive intellectual property portfolio focused on imaging and sound technologies, based on a thriving licensing business.

Our commitment: Enhance media experience on any screen, in theaters, at home and on the go.

Euronext Paris: TCH • www.technicolor.com

About EFS Media Group

EFS have been servicing media industry clients all across Europe for more than 50 years. Our key services include smart logistic solutions and distribution as well as physical archiving, cinema sales support and media recycling coordination & handling. Always being committed to reliability, flexibility and transparency, EFS is proud to have built strong and trustful relations to its international clients over the years. • www.efs-filmtechnik.de

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