



Press Release

New York, NY (USA), Paris (France) – April 15, 2015

Ymagis Group Launches New Specialized Content Delivery Services in the US and Canada

New York, NY (USA), Paris (France), April 15, 2015/PRWEB/ Ymagis Group (ISIN: FR0011471291, MNEMONIC: MAGIS), the specialist in digital technologies for the motion picture industry, today announced the expansion of its content delivery services in the US through its new wholly-owned subsidiary, Direct Cinema North America, Inc. (DCNA). Based in New York City and headed by industry veteran Barry Rebo, DCNA aims at providing both distributors and exhibitors with innovative technology services for specialty films, alternative content, cinema advertising and trailers.

"Our electronic booking portal CineConductor and the digital file download platform via broadband are designed to facilitate direct commerce between exhibitors and distributors," said Barry Rebo, Managing Director of DCNA. "We are an enabler in a sense; we will never be a gatekeeper. Our company's primary focus is on being an open platform available to all rights holders and, with the help of our expertise, to bring their content into the theatrical marketplace here in the States and Canada."

"We are thrilled to introduce this new service, which may be regarded as an extension of what we have successfully accomplished over the past two years with our respective European businesses specializing in content delivery," commented Jean Mizrahi, co-founder and Chief Executive Officer of Ymagis Group. "This new approach to delivery allows us to offer a cost-effective download solution for non-mainstream content in a manner similar to VOD platforms. It is clearly not our intention to enter into direct competition with current players; rather, we want to best use the growing high-speed broadband Internet services to address our North American clients' needs by providing cinema exhibitors with greater flexibility in programming."

CineConductor is a user-friendly content delivery solution available to movie exhibitors, distributors and rights holders based on Internet broadband connections and a central DCI-compliant proprietary datacenter operated by Ymagis Group. In parallel with existing premium content-oriented services, it provides clients with a new gateway to content, including independent/art-house/repertory films, cinema ads, trailers and publicity assets.

The announcement comes ahead of CinemaCon, the annual convention of the National Association of Theater Owners (NATO) in Las Vegas (NV) on April 20-23. Reps from Ymagis Group and DCNA will be present at CinemaCon's trade show.

Live demos of the following new solutions will be held at the Company's trade show booth #2012A Augustus Hall: the online booking platform CineConductor, the Melody theatre management system, and our brand new all-in-one server solution for exhibitors, Orchestra, featuring a library management system (up to 12 gigabytes in storage capacity), content receiver, TMS software and back office system for logs.

ABOUT YMAGIS GROUP

Founded in 2007 and managed by professionals from both the cinema- and high-tech industries, Ymagis Group is a leading company in Europe in the area of advanced digital technology services for the motion picture industry. We provide innovative solutions to movie exhibitors, distributors of films and event cinema, producers, and ad agencies. Following the integration of dcinex in October 2014, the group has grown its portfolio of activities and further developed its geographic footprint in Europe with permanent offices in 17 countries. The company's core business is structured around three main axes: services to exhibitors, services to producers and distributors, and finance solutions. As of December 31, 2014, 7,172



screens in Europe are under exhibitor services contracts with our company, and 6,027 screens have been installed under Virtual Print Fee "VPF" contracts. Ymagis Group is headquartered in Paris (France) and Liege (Belgium). Ymagis is a publicly-traded company listed on Euronext (ISIN: FR0011471291, MNEMONIC: MAGIS). For more information, please connect to <http://www.Ymagis.com> and <http://www.dcinex.com> or contact info@Ymagis.com

Press Contacts:

Investor Relations

Alexandre Commerot (Actifin), +33 1 56 88 11 11, ymagis@actifin.com

Pierre Flamant (Ymagis Group), +32 4 364 12 16, pierre.flamant@ymagis.com

Press Relations

Aur lie Charles (Business Media), +33 1 56 88 11 11, ymagis@actifin.com

Julien Bollee (Entertainment Media), +33 6 64 45 00 20, julien.bollee@ymagis.com

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