

For Immediate Release

Thomson and Cineplex Entertainment Pact for Digital Cinema Test at Flagship Toronto Theatre

Technicolor Digital Cinema to Install Digital Projection Systems at Scotiabank Theatre in Downtown Toronto

PARIS, FRANCE and BURBANK, Calif. — March 11, 2008 — Thomson (Euronext Paris: 18453; NYSE: TMS), through its Technicolor Digital Cinema business, announces it will install digital cinema projection systems at Cineplex Entertainment's Scotiabank Theatre in Toronto, Ontario, Canada. The Technicolor systems will deliver crystal-clear digital images and pure uncompressed digital sound to Cineplex moviegoers. In addition, the systems will enable a new range of content offerings such as 3-D features and live events on the big screen. This announcement marks the first installation for Technicolor Digital Cinema in Canada.

"We are delighted to participate in this initial beta test with Technicolor Digital Cinema," said Ellis Jacob, president and CEO, Cineplex Entertainment. "As the industry moves closer to converting to digital projection, the Scotiabank Toronto installations will provide us an opportunity to evaluate the Technicolor solution and enable us to gain valuable operating insight. Our guests will also benefit as they will enjoy enhanced images on screen and the ability to experience some of the 3D movies that will be playing during this test period."

"We're proud to have been selected by Cineplex Entertainment to bring the digital cinema to their flagship Scotiabank Theatre Toronto," said Curt Behlmer, executive vice president of Technicolor Theatrical Services and COO of Technicolor Digital Cinema. "Cineplex is an industry leader in quality and innovation, and we are pleased to be working together. We look forward to playing a leading role in the industry transition to digital cinema across Canada."

Thomson and Technicolor have approximately 1,400 employees across Canada with operations in Vancouver, British Columbia; Brampton, Ontario; Don Mills, Ontario; Toronto, Ontario; Mirabel, Quebec; and Montreal, Quebec.

Each theatre installation will feature Technicolor's fully integrated networked systems, which includes a satellite system for content delivery and the Technicolor Theatre Management System (TMS). The Technicolor TMS is a software solution that enables exhibitors to control theatre automation and manage all content such as trailers, advertisements, and features with simple drag-and-drop technology. The digital cinema systems will be supported by Technicolor's maintenance services with 24/7 remote monitoring to ensure system health.

The Scotiabank Theatre installation is part of Thomson's previously announced North American digital cinema beta test. Technicolor Digital Cinema has installed digital cinema systems with several prominent exhibitors in North America and Europe including ArcLight Cinema Company, Cinemaworld, Clearview Cinemas, iPic Entertainment, Mann Theatres, National Amusements, Wehrenberg Theatres, Zyacorp's Cinemagic Stadium Theatres, and Kinopolis Group in Belgium.

All hardware and software placed in each site will conform to industry-standard specifications published by Digital Cinema Initiatives LLC (DCI). Furthermore, the Technicolor Digital Cinema plan is technology agnostic, enabling both exhibitors and studios to benefit from the best available technology.

As previously announced, Thomson has signed digital cinema equipment usage agreements with DreamWorks SKG, Sony Pictures Entertainment, Twentieth Century Fox, Universal Pictures, and Warner Bros. to facilitate the roll-out of up to 5,000 digital projection systems in North America. Under the separate, long-term accords which began in late 2006, each of these studios has agreed to distribute content digitally throughout the United States and Canada and pay a virtual print fee to Thomson for screens equipped with Technicolor Digital Cinema systems.

Since its inception in 1999, Technicolor Digital Cinema has been a pioneer in the enabling and advancement of digital cinema initiatives. By actively working side-by-side with key digital cinema stakeholders as a technology

enabler and service provider, Technicolor is utilizing its breadth and depth of valuable industry knowledge and expertise to develop solutions for technologies and standards that will ultimately facilitate the global commercialization of digital cinema. Based in Burbank, California, Technicolor Digital Cinema offers the most comprehensive set of digital cinema services and solutions, including compression, encryption, key management, secure distribution, storage, scheduling and playback, and maintenance and support. Additionally, the business works closely with film studios to support current digital cinema releases. Technicolor Digital Cinema is an operating unit of the Technicolor Theatrical Services business unit, part of the Services Division of Thomson. Since 2000, Technicolor Digital Cinema has mastered and distributed over 300 motion pictures, both domestic and internationally, for every major studio. For more information: <http://www.technicolordigitalcinema.com>.

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About Thomson – Leader In Digital Video Technologies

Thomson (Euronext Paris: 18453; NYSE: TMS) provides technology, services, and systems and equipment to help its Media & Entertainment clients – content creators, content distributors, and users of its technology – realize their business goals and optimize their performance in a rapidly-changing technology environment. The Group is the preferred partner to the media and entertainment industries through its Technicolor, Grass Valley, RCA, and Thomson brands. For more information: <http://www.thomson.net>.

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,327 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus and SilverCity, Cinema City and Scotiabank Theatres).

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