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**MUVICO ENTERTAINMENT BECOMES FIRST ON THE EAST COAST TO
INTRODUCE THE D-BOX MOTION SEATING SYSTEM**

FORT LAUDERDALE, FL – November 17, 2010 – Muvico Entertainment’s Pompano 18 location is about to receive yet another remarkable upgrade thanks to a new partnership between the theater chain and Canada based motion technology specialists, D-BOX Technologies Inc.

Muvico Entertainment has signed an agreement with D-BOX to furnish an auditorium at its Pompano location with 32 new D-BOX MFX seats, all of which will be Reserved Seating. Construction has already begun to install these state of the art motion code chairs which will be perfectly synced for the highly anticipated *Harry Potter and the Deathly Hallows: Part 1*.

While patrons can test drive these chairs at a display in the theater’s lobby, the full experience will be available to moviegoers beginning November 19 to coincide with the opening of *Harry Potter and the Deathly Hallows: Part 1* followed shortly after by *Tron Legacy* in December. Thereafter new DBOX films are planned for release every four weeks.

“At Muvico, we believe in differentiating ourselves from the competition” said Muvico Entertainment CEO, Neil Bretan. “We feature the most state-of-the-art theaters that offer exceptional presentation and amenities like Sony 4K Digital Projection and RealD 3D, private VIP areas, reserved seating, expansive menu selections, full-service bars and restaurants, and now D-BOX. It is a perfect fit with our strategy to provide a total integrated entertainment experience to the moviegoer and we’re excited to be the first in Florida to be introducing D-BOX.”

With Pompano 18 as the Sunshine State’s inaugural theater offering the immersive moviegoing experience, Muvico’s Hialeah will soon follow with D-BOX seating additions.

About Muvico Entertainment

Muvico Entertainment, based in Ft. Lauderdale, operates nine theaters totaling 154 screens in Florida, Illinois and California, including notably its two newest theaters in Los Angeles and Chicago, each featuring premiere auditoriums and a family-friendly restaurant. Muvico will continue to expand its nationwide presence, with plans for a new theater in Malvern, Pennsylvania, as well as additional theaters in the greater Chicago and Los Angeles areas.

About D-BOX

D-BOX Technologies designs and manufactures leading edge high-technology motion systems mainly suited to the needs of the entertainment industry. With its unique, patented technology, D-BOX Motion Code™, uses motion effects specifically programmed for each film, TV series or video game, which are sent to a motion generating system integrated within either a platform or a seat. The resulting motion is perfectly synchronized with all onscreen action, creating an unmatched realistic, immersive experience. To date, D-BOX Motion Code™ is available on more than 900 titles. For further information please see www.d-box.com.

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