

PRESS RELEASE

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CineGenesis Selects ACS Enterprises for Master Distributor Agreement

Sales and Distribution Agreement for the DC-Lift™ "Boothless" Projector Mount Lift



Shawnee, KS and Pomona, CA, January 16, 2012 – CineGenesis and ACS Enterprises™ (ACS) signed a master distributor agreement for the exclusive sales, marketing, and distribution of the world's first production projector mount lift system for "boothless" theatres. The DC-Lift™ projector mount lift system allows theatre operators to create a new era in theatre design either for new construction or retrofitting existing box stores. With digital cinema projectors, theatre operators are no longer restrained by the need to have mezzanines for projection booths and can use the available square footage for auditorium seating or create innovative entertainment and dining environments in lobbies. As in the case of the Blue Oaks Cinema 16 in Rocklin, CA built in a vacant Mervyn's building, the DC-Lift saved the owners approximately \$1,000,000.00 in construction costs by eliminating the need to build a second level mezzanine for the projection booth.

"In reviewing how to 'reboot' the launch of the boothless cinema lift, I looked towards the overall management experience and reach ACS was able to provide the product," said Larry Jacobson, CEO of CineGenesis and inventor of the DC-Lift system. "The distribution and implementation strategy ACS had developed will allow this product to reach new customers and markets."

"We welcomed the opportunity to work with an industry innovator such as Larry Jacobson." said Jose Alvarado, President of ACS Enterprises. "Using ACS's existing sales and operational structure will allow potential DC-Lift projector mount lift system customers an effective and efficient time to market strategy that will provide noticeable cost savings in their theatre construction plans."

For additional information regarding the DC-Lift projector mount lift system, please visit www.acs-ent.com/dclift or call 909-595-3484.

About CineGenesis

CineGenesis was founded in 2011 by industry veteran, Larry Jacobson. During his career, Mr. Jacobson has been responsible for the design and construction of theatres, the purchasing and installation of fixtures, and the oversight of existing theatre rehabilitation. In 1998, Mr. Jacobson received an Academy Award for Technical Achievement for his work on the Projection System Analyzer (PSA), the benchmark technology that has become the standard for measuring luminance and analyzing each component of a projection system. As a result of his involvement, he has personally been responsible for and holds patents on several industry innovations in audio and theatre facility design. The DC-Lift was co-developed and designed by CineGenesis and Elevation Innovations Inc.

About ACS Enterprises

ACS Enterprises Inc. (ACS) offers a wide-range of comprehensive services for the motion picture industry. With over 250 years of combined experience in the motion picture industry, the ACS Team offers extensive experience in management, construction, engineering, marketing,

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equipment procurement, and facility maintenance, creating a unique one stop solution for motion picture company needs. For more information about ACS Enterprises, please visit www.acs-ent.com.

DC-Lift is a trademark of ACS Enterprises, Inc. and CIneGenesis Inc.