



**FOR IMMEDIATE RELEASE**

**D-BOX Technologies Introduces Motion Technology at Second UltraStar Cinemas**

*Apple Valley UltraStar Announced as Second Movie Theatre in California to Feature Innovative Motion-enhanced Experience*

**Longueuil, Québec – (July 6, 2009)** -- D-BOX Technologies Inc. (DBO.A on the TSX Venture Exchange), a leader in innovative motion technology for the entertainment industry announced today its second agreement with San Diego-based UltraStar Cinemas to install 22 motion-enhanced seats at the company's Apple Valley Cinemas in San Bernardino, California.

Offering moviegoers an unmatched, realistic immersive experience, D-BOX Motion Designers utilize the company's proprietary D-BOX MOTION CODE™ technology to custom code each movie, frame by frame, resulting in subtle, refined movements designed to work in perfect sync with the onscreen action.

Since debuting its breakthrough technology to the world earlier this year in Hollywood, D-BOX is continuing to grow at a rapid pace and is now featured in seven movie theaters in the United States and Canada. UltraStar's Apple Valley location is the latest theatre to install D-BOX's motion-enhanced seats and will open to the public with the sixth installment of the epic movie favorite, *Harry Potter and the Half-Blood Prince* July 15.

"D-BOX continues to experience tremendous growth and we're thrilled to be partnering again with UltraStar Cinemas," stated Claude Mc Master President and Chief Executive Officer of D-BOX Technologies. "D-BOX Motion technology is designed to enhance the moviegoing experience and with the release of the new Harry Potter movie we look forward to reaching a new audience with franchise fans, families"

"We've seen an overwhelming response from moviegoers who have experienced D-BOX's technology at our Surprise, Arizona theatre," said Damon Rubio, vice president of Operations at UltraStar Cinemas. "UltraStar Cinemas has always been on the cutting-edge of theatre technology with our all digital theatres and we're thrilled to launch this second location. It is the first movie theatre in the San Bernardino area to offer D-BOX Motion technology."

In addition to the Apple Valley UltraStar Cinemas, there are five additional U.S. movie theaters that feature D-BOX's innovative, motion-enhanced seat technology and one in Canada including the first UltraStar location in Surprise, Arizona; Mann Chinese 6 Theatre in Hollywood, California; Galaxy Highland Theatre in Austin, Texas; Theatres at Mall of America in Bloomington, Minnesota; Galaxy Cannery Theatre in Las Vegas, Nevada and Cineplex Odeon Queensway in Etobicoke, Ontario.

For more information or to reserve tickets visit, [www.UltraStarMovies.com](http://www.UltraStarMovies.com).

**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 codes specifically programmed for each film, TV program or video game, which are sent to a motion generating system integrated within either a platform or a seat.

The resulting motion is perfectly synchronised with all onscreen action, creating an unmatched realistic, immersive experience. To date, D-BOX MOTION CODE™ is available on more than 850 titles. Accordingly, many prominent Hollywood studios have started embedding D-BOX MOTION CODE™ on selected high definition Blu-ray™ releases. By reaching agreements with the leaders of both the motion picture and gaming industries, D-BOX's award-winning motion technology is gradually proving itself as a new global standard in the entertainment world.

D-BOX is a publicly traded company listed on the TSX Venture Exchange under the symbol DBO.A. For further information please see [www.d-box.com](http://www.d-box.com). D-BOX<sup>(R)</sup> is a registered trademark and D-BOX MOTION CODE is a trademark of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

### **About UltraStar Cinemas**

UltraStar Cinemas is headquartered in San Diego County and operates 120 screens at 13 sites throughout Southern California & Arizona. In 2006, UltraStar Cinemas became the first theatre company in the United States to be fully equipped with Pure Digital Cinema® powered by DLP Cinema® technology in all of its locations. UltraStar Cinemas has historically been an innovator on the cutting edge of theatre technology and continues to be a pioneer of the digital age of cinema by bringing alternative entertainment to the big screen, including such live events as the Academy Awards®, concerts & sporting events.

### **DISCLAIMER IN REGARDS TO FORWARD-LOOKING STATEMENTS**

Certain statements included herein, including those that express management's expectations or estimates of our future performance constitute "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward looking statements. We disclaim any intent or obligation to update publicly these forward-looking statements, whether as a result of new information, future events or otherwise.

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