



FOR IMMEDIATE RELEASE

Astro Boy's Heroic Animated Tale Blasts Off with D-BOX Motion Technology in Theatres October 23

Longueuil, Québec (October 15, 2009) – D-BOX Technologies Inc. [DBO.A on the TSX (Canada) Venture Exchange], a leader in motion technology for the entertainment industry is about to take flight with Imagi Studios and Summit Entertainment's *Astro Boy*, rated PG and landing in theatres October 23.

Moviegoers will stir and quake from their individual D-BOX MFX theatre seats as D-BOX Motion Code™ moves audience members during action-packed scenes of flight and unbelievable speed. *Astro Boy* is a thrilling, animated tale of a robotic hero full of adventure, humor and heart.

D-BOX Motion Code™ technology, which debuted in movie theatres in April 2009, has been gaining momentum and is currently featured in seven movie theatres in North America. D-BOX's motion technology is designed to enhance the movie experience, creating an incredibly realistic, immersive experience with motion effects that work in perfect sync with the onscreen action.

Each individual seat is equipped with adjustable intensity settings that offer moviegoers a custom experience. With motion effects embedded in each movie, frame by frame, by talented D-BOX Motion Designers, movement primarily occurs during action scenes while the seats remain still during quieter, more dialogue-driven sequences.

"It's been an incredible year for D-BOX and we have had the opportunity to work with some of the most highly regarded Hollywood studios," said President and CEO, Claude Mc Master. "This new agreement with Summit Entertainment is the first for D-BOX and our second animated film to feature our motion technology. We are thrilled to have the opportunity to offer yet another film with D-BOX Motion Code for our younger fans and are pursuing our theatrical expansion while getting great content for our supporting theatres."

We are always looking to embrace new ways in improving the theater-going experience," said Richie Fay, President of Domestic Distribution, Summit Entertainment. "D-BOX is a unique product that is sure to connect movie-goers with the action on screen."

Astro Boy is a CGI animated feature film directed by David Bowers based on the iconic Astro Boy character created by Japan's legendary Osamu Tezuka. Featuring the voices of Freddie Highmore, Kristen Bell, Nathan Lane, Eugene Levy, Matt Lucas, Bill Nighy, Donald Sutherland and Nicolas Cage, *Astro Boy*, set in futuristic Metro City, is about a young robot with incredible powers created by a brilliant scientist named Dr. Tenma (Cage). Powered by positive "blue" energy, Astro Boy (Highmore) is endowed with super strength, x-ray vision, unbelievable speed and the ability to fly. Embarking on a journey in search of acceptance, Astro Boy encounters many other colorful characters along the way. Through his adventures, he learns the joys and emotions of being human, and gains the strength to embrace his destiny. Ultimately learning his friends and family are in danger, Astro Boy marshals his awesome super powers and returns to Metro City in a valiant effort to save everything he cares about and to understand what it means to be a hero.

D-BOX motion systems are presently available in seven theaters throughout the U.S. and Canada and include Cineplex Odeon Queensway Theatre in Etobicoke, Canada; Mann Chinese 6 Theatre in Los Angeles, California.; Theatres at Mall of America in Bloomington, Minnesota.; Galaxy at the Cannery in Las Vegas, Nevada; Galaxy Highland Theatre in Austin, Texas; UltraStar Cinemas in Surprise, Arizona and UltraStar Apple Valley in San Bernardino, California. For additional information and theatre details visit www.d-box.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.

D-BOX^(R) 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.

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