



FOR IMMEDIATE RELEASE

UltraStar Cinemas Adds a Third Location Equipped With D-BOX

UltraStar's Mission Valley First in San Diego Area Set to Open for the Release of 'Sherlock Holmes'

Longueuil, Québec (December 10, 2009) - D-BOX Technologies Inc. (DBO.A on the TSX Venture Exchange), a leader in innovative motion technology for the entertainment industry, announced today the opening of UltraStar's Mission Valley Cinema located in San Diego, California, the third theatre with the cinema chain.

UltraStar Surprise Pointe 14 in Surprise, Arizona, was one of the first theatres to introduce the motion technology to moviegoers. It soon followed with a second location in the San Bernardino area in California, the Apple Valley Cinema. In view of the growing popularity and already increasing demand of the D-BOX motion seating, UltraStar is now adding 23 MFX seating at its Mission Valley (San Diego) location, which will be equipped just in time for the Christmas Day release of Warner Bros.' "Sherlock Holmes."

"We are tremendously excited by the recent and rapid success of our technology," declared President and CEO of D-BOX Technologies, Claude Mc Master. "Being that we proceeded with UltraStar's first two installations in less than 6 months, we are very enthusiastic to see the level of excitement generated by our motion systems. We view these new installations from an existing customer as a true testimonial of the D-BOX value proposition translating into increased attendance, higher revenues and a true differentiating factor for exhibitors."

"We've seen an overwhelming response from moviegoers who have experienced D-BOX's technology at our Apple Valley, CA and Surprise, AZ theaters," said Damon Rubio, Vice President of Operations at UltraStar Cinemas. "UltraStar Cinemas has been a world-leader in cinema technology, pioneering THX Sound and Digital Cinema, and now we're thrilled to launch our third D-BOX location and to be the only theater in San Diego to offer our guests this amazing technology. We're looking forward on adding D-BOX motion system in more of our theatres by the summer of 2010"

Adding a completely new dimension to movie viewing, D-BOX Motion Code™ is embedded, frame by frame, onto each film by D-BOX Motion Designers, perfectly synching the onscreen action with the motion sensations. Audience members will feel every action-packed moment while the seats will remain still during the quieter, more dialogue-driven scenes. Additionally, each seat is fully-equipped with personalized intensity adjustments allowing moviegoers the opportunity to experience as much or as little action as desired. For those looking to skip the long theatre lines, many D-BOX theatres offer online ticket purchasing so seats for the D-BOX experience can be reserved in advance, guaranteeing a great seat for the movie.

D-BOX Motion Code™ is now available in thirteen movie theatres in North America including UltraStar Cinemas Mission Valley in San Diego, California; Santikos Theatres Silverado 19 in Tomball, Texas; Wehrenberg Theatres Ronnies 20 Cine in St. Louis, Missouri; Emagine Entertainment's Canton Theatre in Canton, Michigan; Emagine Entertainment's Cinema Hollywood Theatre in Birch Run, Michigan; Cinéma Beloeil, in Beloeil Quebec; Cineplex Odeon Queensway Theatre in Etobicoke, Ontario; 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 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.

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 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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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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