



**FOR IMMEDIATE RELEASE**

**D-BOX Technologies Announces Agreement with UltraStar, Second Arizona Location**  
*New UltraStar Cinemas Opening in Scottsdale to Feature Motion Movie Experience*

**Longueuil, Quebec (August 11, 2010)** – D-BOX Technologies Inc. (DBO.A on the TSX Venture Exchange), a leader in innovative motion technology for the entertainment industry, announced today an agreement with San Diego-based UltraStar Cinemas to equip its new Scottsdale, Arizona theatre with 26 D-BOX MFX Seats.

The new Scottsdale UltraStar Cinemas is the sixth location for the theatre chain, as well as the second site in the state, to offer the incredibly immersive D-BOX motion experience. The new movie theatre is scheduled to open this fall.

“This is our sixth movie theatre with UltraStar Cinemas,” said President and Chief Executive Officer of D-BOX Technologies, Claude Mc Master. “They have been a longstanding partner and supporter of our motion technology from the very beginning. As demand for D-BOX continues to rise, we expect to announce our expansion into many more new markets in North America and abroad.”

“The team here at UltraStar Cinemas could not be more pleased with our partnership with D-BOX. After a full year of operating D-BOX’s motion system in my theatres, I can truly say that this is a technology that has made an impact and a difference in our business. Our current installations successfully draw guests from miles around, and continue to generate additional income. It only made business sense to expand our D-BOX offering,” said Damon Rubio, Executive Vice President of Operations UltraStar Cinemas.

For a complete listing of theatres offering the D-BOX experience and a guide to new movies, visit [www.d-box.com](http://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 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.

Accordingly, many prominent Hollywood studios have started embedding D-BOX Motion Code™ on selected high definition Blu-ray™ and theatrical 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® 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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