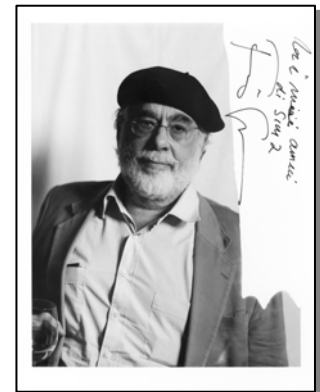


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### *SIM2 Writes Important Page in Company History*

**Pordenone, March 9, 2010** - SIM2 Multimedia, a world-wide leader in cinema and home-theater projectors, is proud to announce that legendary film director Francis Ford Coppola - a five-time Academy Award-winning film director, writer and producer - will be featured in a global marketing campaign for 2010.

*"We write an important page in our history as we proudly reveal our relationship with Francis Ford Coppola,"* said Maurizio Cini, President of SIM2 Multimedia. *"Mr. Coppola, like SIM2, is a perfectionist always striving to be at the forefront of his craft. His productions are not just movies; they are real masterpieces. At SIM2, we share the same vision which is why we both chose to walk this path together."*



Francis Ford Coppola is among an elite group of American film directors—his extraordinary achievements have earned him five Academy Awards and he was the first director ever to win the Golden Palm Award at the Cannes Film Festival twice. Best known for his celebrated classics the Godfather trilogy and his Vietnam War epic Apocalypse Now, Coppola has forged a career from his fascination with the themes of family love, violence, the seductions of power, and the moral bankruptcy of modern life.

In the late 1970s, Mr. Coppola had a vision to do all of his work electronically—unfortunately; the state of the art at that time did not meet his film standards. In recent years, with the introduction of the high-definition Electronic Cameras, his vision of shooting digitally became a reality. It was then that Mr. Coppola desired a compact, high-quality projector to take on the road to view dailies and serve as a reference display for his screening/ mixing room.

In 2008, Mr. Coppola was introduced to SIM2 when he was searching for a new projector to use in his work for his family's American Zoetrope studio. Mr. Coppola met with SIM2 and discussed the qualities and functions of the units. The discussion spanned from the latest in projection technologies to his ideas about the film-making process, the restoration of the Godfather Trilogy to Blu-ray and his long-love for projectors. Mr. Coppola owns a large collection of Imaging Devices from the original Zoetrope to the "magic lanterns" or the first "oil-based" video projector.



## PRESS RELEASE

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Upon his request, he received an HT5000 to audition in his personal studio and he quickly concluded that the SIM2 Projector was exactly what he was looking for; the compact size, color reproduction and the crisp quality of the picture was no match for the competitors he had previously viewed. Mr. Coppola inquired about purchasing the product to use it for his final edit of his film Tetro.

In the Fall of 2008, SIM2 invited Mr. Coppola to experience first hand the "SIM2 way" of doing things. During the tour of the manufacturing plant in Pordenone, Italy, he received a demonstration of the processes from concept to the finish product. That is when Mr. Coppola took the "European delivery" of his own SIM2 projector. From there a working partnership has evolved with Mr. Coppola and his brilliant team of technical engineers. The collaborative efforts have helped SIM2 in developing solutions that bring together the technologies needed by Hollywood Producers. We are enthusiastic about the relationship that has developed overtime between SIM2 and Francis Ford Coppola; it is one of reciprocal trust and admiration.



Intrigued by the innovative solutions adopted in SIM2 products, Mr. Coppola requested to take a good look "under the hood".

*"I have owned many projectors in my life: SIM2 is now in both my studios and my home,"* said Francis Ford Coppola.

2008

### **About SIM2 Multimedia**

Founded in 1995, SIM2 is an Italian electronics industry that designs, manufactures and supplies award winning cinema and home theater DLP®-based projectors, as well as high-performance large screen systems (for control rooms, information, communication, and simulation). In a world dominated by large multinational corporations, SIM2 is a company that, through its strong commitment to research (SIM2 invests over 20% of its human resources and over 10% of total revenues in R&D activities), innovation, know-how and focused activities has been able to establish a remarkable global reputation. The company provides the world's finest displays for different markets and applications, each representing perfection and state-of-the-art technology. The company has a world-wide presence with sister companies in Italy, Germany, UK, China, and USA and in over 60 countries worldwide through qualified partners.