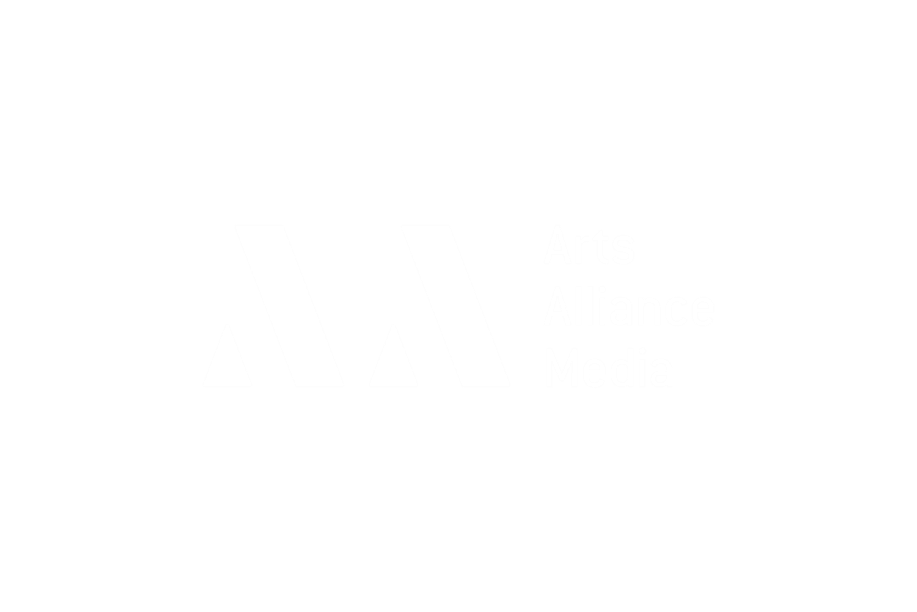


Press Release

Gregory Davies, Marketing Manager

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Arts Alliance Media Announce Commitment to the American Market with Opening of AAM US Incorporated

[Arts Alliance Media](https://www.artsalliancemedia.com) (AAM), the global leader in digital cinema software and services, today announced the official opening of its United States based subsidiary company, AAM US Incorporated (AAM Inc.), to support their ever-growing network of exhibitors and cinema integrators across the Americas.

The inception of AAM Inc. will facilitate comprehensive technical and commercial support to new and existing customers and create a pathway to secure continued growth in the region, progressing AAM’s international expansion strategy.

While driving support efficiency and international coverage, AAM Inc.’s foundation not only represents a commitment to their esteemed client portfolio and ambition to serve the Americas market, but another significant milestone the history of AAM.

“AAM Inc. symbolises a natural step in our company’s growth. We’ve listened to our customers’ needs, analysed market opportunities, and are delighted to create a springboard that can wholly support the Americas,” explained Dale Miller, CCO at Arts Alliance Media.

Our team and suite of solutions are on-hand to rapidly evolve the operations of US exhibition.”

To effectively serve local business needs, AAM Inc. will commence operations with a new, dedicated NOC team covering all time zones after significant investment into human resource, providing first-rate customer care and expert knowledge on the US market.

Alan Bowen, GM and CFO at Arts Alliance Media, added, “as we continue to experience considerable growth in the Americas, it’s vital that we create an environment that can sustainably support our partners, drive international coverage, and further expand our footprint throughout the region.”

The unveiling of AAM Inc. represents the third major territory in which Arts Alliance Media have established, with an office in China and their international headquarters in London, UK.

For more information, please contact:

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**About Arts Alliance Media**

Arts Alliance Media (AAM) is the global leader in digital cinema software and services, offering a wide range of solutions which help exhibitors to reduce costs, increase efficiency, and improve the cinematic experience for their customers.

AAM’s extensive portfolio, including Producer, Screenwriter, Lifeguard, MX4D, and HeyLED, touches over 42,000 screens worldwide, while their network operations centre (NOC) supports several thousand screens.

AAM is part of the Luxin-Rio Group, the world’s foremost cinema technologies provider.