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Press Release

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FOR IMMEDIATE RELEASE
9 A.M. CST, June 12th, 2001
Document ID: CT0501

CINEMATECH ADDS PNEUMATIC RECLINING TO ACT I SERIES HOME THEATER SEATS

ADDISON, TX, JUNE 12TH, 2001: CinemaTech, Inc. renowned for its high-quality, high performance, German-built theater seating, is once again raising the standard for design and comfort - at no additional cost. Effective immediately, all non-motorized ACT I Series Recliners will include a brand-new Pneumatic Recliner Mechanism (PRM) as a standard feature that obsoletes conventional spring tension designs. The pneumatic system's PRM's gas cylinder design provides super smooth operation and allows for infinite lockable reclining positions.

CinemaTech, Inc. president Michael Murphy notes, "The fact that we can offer this smooth pneumatic control at no increase in price further demonstrates CinemaTech's position as the standard by which all home theater seating is measured."

To operate the system, the user pushes against the seat back to raise the footrest, and then pulls up on the soft leather loop conveniently located between the seat and arm. "The leather loop was used as a safeguard against chipping fingernails or catching trouser legs, which is a common occurrence with a lever-type system," notes Murphy. Once the user reaches the desired position, the strap is released and the seat back locks into place. To release the position, the user simply pulls the leather loop, which allows the footrest to telescope completely underneath the chair.

The ACT I Series seats feature classic European design with a distinct American influence. The seats are built with old-world craftsmanship exclusively in Germany to ISO-9002 standards. Every CinemaTech S-Class seat chassis is constructed of steel for added strength and longevity, whereas other seating manufacturers still use wood frames. The ACT I seats use the patented "Lusch" lifting and supporting mechanism (exclusive to CinemaTech Seating) that allows the footrest to telescope underneath the chair, essentially disappearing from view. When the footrest unfurls, the rear

portion of the chair actually descends slightly, maximizing optimizing the body's angle within the chair for increased comfort. As an engineered suspension, the Lusch mechanism supports your body at multiple points.

The ACT I Series seats feature European leathers, full reclining seat backs, fully extending extendable footrests, custom cup holders in the arms, and Articulating Headrests that provide maximum comfort without blocking sound. Leather edges are rolled and trimmed, creating precise seams that are then triple-sewn for extra durability as well as an elegantly tailored appearance. Hand-tied springs and high-density cushions provide the support needed for long-lasting comfort.

All CinemaTech's ACT I and ACT II seating can be configured as single seats (two arms), straight rows (shared center arm), curved rows (shared center wedge arm), and love seats (no center arm). Curved rows use a wedge arm between seats to define the radius of the row. The wedge arms are available in two different back widths. The seats are available with a choice of ten different leathers grades at three different price points for a total of more than 100 different choices. All leathers are European in origin and selected from the finest 10 percent of available hides. All of CinemaTech's leathers are backed by a five-year warranty.

COMPANY BACKGROUND

Based in Addison, Texas, CinemaTech, Inc. has earned the recognition of the consumer electronics industry as the standard by which all home theater seating is judged. CinemaTech enjoys a rewarding business relationship with dealers and designers by being responsive and supportive to their needs and the needs of their customers. CinemaTech enjoys a rewarding relationship with consumers by building beautifully designed and precisely engineered products that create pride of ownership.

For further information, please visit the CinemaTech web site at www.MyCinemaTech.com.

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