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Press Release

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CINEMATECH'S NEW ACT II SEATING MODEL: THE MEZZANINE

WORLD-CLASS QUALITY AND DESIGN AT AN AFFORDABLE PRICE

ADDISON, TX, September 6th, 2007: CinemaTech's new Act II Recliner combines a luxurious viewing experience with more affordable pricing. CinemaTech's chief designer, Wolfgang Setz, a major contributor to the art of contemporary seating design, believes the Mezzanine is the ultimate in beauty, function and performance at a most affordable price level.

The Mezzanine is cutting edge Contemporary European design. Built on a steel platform for stability and years of use with only the finest hardwoods for back and seat construction. With superior materials and thousands of seats in home theaters around the world you can be sure your Mezzanine series of seating from CinemaTech will provide years of comfort and performance.

The Mezzanine is upholstered with fine European leathers, many tanned, or colored in Italy. Contoured arms create a tailored silhouette; leather edges are rolled and trimmed for precise sewing. The result is a seating experience designed to blend comfort, luxury, and style to elevate your movie experience.





All ACT II seating by CinemaTech is powered by high performance motors that are as quiet as they are powerful. Like CinemaTech's legendary Act I models, the Mezzanine leather collection is offered with the protection of the patented Valdalpone Long Life Leathers. The Mezzanine collection boasts 40 different colors of gorgeous leather to select from.

So go ahead and select CinemaTech Seating, the finest home theater seating in the world. You will be glad you do!

About CinemaTech, Inc.

Based in Addison, Texas, CinemaTech, Inc. has been recognized as a leader in high-technology Home Theater seating since its inception in 1998. The original provider of the truly luxurious Home Theater, Based in Dallas, Texas, CinemaTech, Inc. has been recognized as a leader in Home Theater seating since its inception in 1998. The original provider of the truly luxurious Home Theater seat, CinemaTech maintains



this position by providing customers products of unsurpassed quality, luxurious comfort, and cutting-edge style. All CinemaTech seats are handcrafted in Germany to exacting ISO-9001 standards, and built with the patented Lusch lifting and supporting mechanism.



CinemaTech's innovative designs also include such exclusive features as all-steel frame construction, the finest European leathers, fully motorized recline, and a unique articulating headrest. And for those tight spaces, CinemaTech offers several motorized incliner seating models.

However, CinemaTech is more than just seats. CinemaTech, Inc. also offers full Home Theater designs completely customizable to each home owner's tastes and to the room's physical constraints. From fiber optic ceilings to customized milling and woodwork, from custom theatrical curtains entry

doors to detailed professional construction documents, CinemaTech has all the additional services to make any custom audio/video integrator into a full service custom home theater specialist.



The addition to CinemaTech's Acoustic Room Systems (ARS) in 2004 has further expanded CinemaTech into the installation of complete acoustically superior yet aesthetically pleasing Home Theater environments. CinemaTech's ARS provides a corrected acoustical environment that will also help to eliminate distracting noises and allow the articulation and intelligibility of the movie sound track to be clean, crisp, and balanced. This is achieved while maintaining complete aesthetic appeal and beauty of the Custom Home Theater. With acoustical corrections below 100 Hz, a full two octaves lower than standard fiberglass panels, CinemaTech's ARS solution is the perfect solutions

for both Home Theater enthusiasts and discerning audiophiles with uncompromising standards.

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

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