



PRESS RELEASE

October 17, 2011

FOR IMMEDIATE RELEASE

***Coming Attractions Theatres, Inc. Announces Digital Cinema Conversion***

Effective today, Coming Attractions Theatres, Inc. is extremely pleased to announce the signing of an agreement to acquire over 100 [Christie Solaria™ Series](#) digital projectors which will complete the conversion to digital the company began over 3 years ago. The Company was assisted in the process through cooperation with CSI Leasing, Inc.

John C. Schweiger, President & CEO of Coming Attractions Theatres, Inc. noted “I am excited to continue this company’s long association with Christie Digital Systems, Inc. We have been a Christie customer for over 20 years, and with this purchase we are scheduled to be a 100% Christie digital theatre operator.”

“The ability of digital cinema technology to vastly improve the movie-going experience makes film-to-digital conversion the top priority for exhibitors,” said Craig Sholder, vice president, Entertainment Solutions, Christie. “We look forward to continuing our long and mutually-beneficial relationship between Christie and Coming Attractions, as together we provide moviegoers with an unparalleled entertainment experience.”

**About Coming Attractions Theatres, Inc.**

Coming Attractions Theatres, Inc. is a leading motion picture exhibitor in the Pacific Northwest, and one of the largest independent theatre operators in the US. The Company is dedicated to bringing the finest quality theatre experience to its patrons in medium-sized markets. The company was founded in 1989 by CEO John Schweiger with the purchase of the Varsity Theatre in Ashland, OR.

The company currently operates 151 screens in 19 locations in four states. Additional information is available on the Company’s Website at [www.catheatres.com](http://www.catheatres.com).

Contact for Further Information:

Tim Wood, Chief Operating Officer  
Coming Attractions Theatres, Inc.  
1644 Ashland Street  
Ashland, OR 97520  
[www.catheatres.com](http://www.catheatres.com)