



Deluxe and EchoStar Launch Expanded Digital Distribution Solution for Movie Theaters in the U.S.

Los Angeles, CA – July 8, 2021 – Deluxe and EchoStar Corporation (NASDAQ: SATS) today introduced an expanded movie distribution solution for theaters across the U.S. The enhanced offering adds high-speed, terrestrial broadband and a new content management portal to the companies' existing satellite distribution solution, which currently serves more than 3,000 cinemas. With the expanded solution, theater operators can choose to receive content over high-speed terrestrial or satellite connectivity and gain access to the cloud-based content platform from Gofilex, a film delivery company in which Deluxe recently invested.

"Following our acquisition of 50% ownership interest in Gofilex, we are excited to bring this innovative e-delivery platform to the U.S.," said George Eyles, Deluxe Executive Vice President and General Manager of Worldwide Cinema. "Deluxe is deeply committed to smart initiatives that benefit our customers, and with thousands of cinemas still receiving hard drives, we will proactively target these locations to provide a sustainable electronic delivery solution. The combination of the Gofilex platform and technology, EchoStar's network management and broadband services, and Deluxe's content pipeline, helpdesk, and network operations center provides an unmatched capability."

"We are excited to continue our longstanding relationship with Deluxe and collectively reshape the landscape for theatrical content distribution with the addition of managed, high-speed terrestrial broadband," said Ken Carroll, Executive Vice President, EchoStar. "Connecting theaters to high-speed broadband, we are able to support the current and future electronic delivery needs of the industry with unmatched scale and reliability."

As cinemas welcome theatergoers back, the enhanced distribution solution from Deluxe and EchoStar gives them a competitive advantage, bringing together Deluxe's 100+ years of movie distribution experience, with EchoStar's managed broadband services and Gofilex's FilmVault to search, track and support real-time, time-shifted, and encore events

About Deluxe

Deluxe provides innovative, secure distribution and localization services for studios, OTT platforms and content creators worldwide. Deluxe's cloud-based solutions offer unprecedented flexibility and reach through its customizable, end-to-end solutions that enable customers to create, transform, and distribute content and immersive streaming experiences to audiences on a global scale.

About EchoStar

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite communication solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in communications technologies through its Hughes Network Systems and EchoStar Satellite Services business segments. For more information, visit [echostar.com](https://www.echostar.com). Follow [@EchoStar](https://twitter.com/EchoStar) on Twitter.



Deluxe and Arts Alliance Media Announce Strategic Co-operation

Los Angeles, CA – July 8, 2021 – Deluxe and Arts Alliance Media (AAM) announced a strategic co-operation agreement which will enable theatres in the US and Canada using the Deluxe EchoStar electronic delivery platform to benefit from AAM's world-class Theatre Management System (TMS) Screenwriter.

Deluxe, a global provider of solutions to the world's leading content production studios and distributors, announced it is deploying a broadband based e-delivery network to theatres in the US and Canada in conjunction with their longstanding partner EchoStar. Participating exhibitors will now have the option to run AAM's Screenwriter TMS on the FilmVault server provided by Deluxe as part of its electronic delivery services.

Emily Ng, Chief Strategy and Product Officer at AAM, explained, "We have always believed that creating a fully integrated supply chain is one of the benefits of the digital conversion we helped facilitate and by working with Deluxe Echostar, we can help deliver on that promise."

Screenwriter is the most powerful, flexible, and widely deployed TMS in the world, and helps cinemas manage millions of screenings across more than 45,000 screens in over 2,500 locations worldwide every year. The integration of Screenwriter, and Deluxe's e-delivery solution provides exhibitors with the opportunity to realize high levels of automation from receipt of content to playback on screen.

"Our goal is to promote best-in-class technology and smart initiatives that benefit our customers while supporting the health of the theatrical industry as whole and our partnership with Arts Alliance does exactly that" said George Eyles, Deluxe EVP and GM of Worldwide Cinema.

About Deluxe:

Deluxe provides innovative, secure distribution and localization services for studios, OTT platforms and content creators worldwide. Deluxe's cloud-based solutions offer unprecedented flexibility and reach through its customizable, end-to-end solutions that enable customers to create, transform, and distribute content and immersive streaming experiences to audiences on a global scale.

About Arts Alliance:

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

Our pioneering software reaches over 45,000 digital screens globally, whilst our network operations centre (NOC) supports several thousand screens. Arts Alliance Media is part of the Luxin-Rio Group, the world's foremost cinema technologies provider, alongside MediaMation, creators of the immersive MX4D full motion cinema experience, and Volfoni, a global leader in 3D technology.



Deluxe and CineSend Announce Strategic Partnership for Electronic Delivery of Content to Cinemas in Canada

Los Angeles, CA – July 8, 2021 – Deluxe, a global provider of solutions to the world's leading content production studios and distributors, has announced a strategic partnership with CineSend, an innovative media technology company, for electronic delivery of content to cinemas in Canada. The partnership joins CineSend's existing network with Deluxe's electronic delivery platform to create a single fulfilment solution.

CineSend currently operates the leading e-delivery network to cinemas in Canada. "CineSend is a natural partner for Deluxe, whose goal is to offer a compelling solution for studios and distributors with global scale. It's a great decision to collaborate and leverage the power of a single technology platform across North America," said George Eyles, Deluxe EVP and GM of Worldwide Cinema. "We are excited to unlock instant scale in the Canadian market that will immediately benefit our exhibitor and distributor partners."

Deluxe will be installing its proven Gofilex software onto CineSend's CSX hardware, which is already widely deployed in cinemas across Canada. Eric Rosset, VP of Business Development at CineSend, welcomed the announcement stating, "We're delighted to partner with Deluxe. Plugging our solution into a worldwide network makes perfect sense. The real winners are Hollywood studio clients whose distribution strategies are global in nature." CineSend will continue to provide its distribution services to film festivals, airlines, and diverse businesses with secure video streaming needs. Deluxe and CineSend will be working with the market to integrate the electronic delivery solution in Canada in the coming months.

About Deluxe:

Deluxe provides innovative, secure distribution and localization services for studios, OTT platforms and content creators worldwide. Deluxe's cloud-based solutions offer unprecedented flexibility and reach through its customizable, end-to-end solutions that enable customers to create, transform, and distribute content and immersive streaming experiences to audiences on a global scale.

About CineSend:

CineSend is a software and services company delivering cutting edge technology to the media and entertainment sector. The company's secure video solutions are used by major media enterprises, film festivals and airlines to offer rich and entertaining content to customers. CineSend is also behind the world's first active watermarking technology, PiracyDetector™, designed to stop piracy leaks before they happen.

Contact: hello@cinesend.com