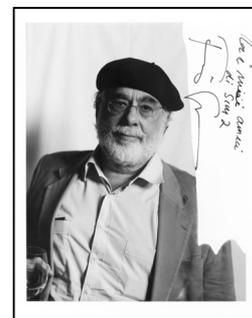


“Benvenuto Maestro!”

SIM2 welcomes Award-Winning Director Francis Ford Coppola



Pordenone, Italy —September 28, 2008 - SIM2, the Italian manufacturer whose striking, high-performance, high-definition projectors are known worldwide for their pristine video images and elegant cabinet designs, is thrilled to announce the visit to its factory of 5-time Academy Award-winning film director, writer and producer Francis Ford Coppola.

Mr. Coppola has experienced the company's unmatched product quality during a presentation in his Napa Valley studio this past Spring. He took advantage of being in Europe, while filming his latest masterpiece, to pay a visit to SIM2 headquarters for a private tour of the factory and to pick up the company's flagship PRO5DL videoprojector - which the Maestro will use to edit his upcoming and highly-anticipated film "Tetro" - scheduled to be released in Spring 2009.



LEFT TO RIGHT: Alberto Fabiano (Regional Marketing & Sales Manager SIM2 USA), Maurizio Cini (President, SIM2 Multimedia), Mr. Francis Ford Coppola, Giorgio Corazza (President, SIM2 USA)

Mr. Coppola arrived in Pordenone (a small town near Venice) where he was welcomed by SIM2's executives, the town Major, and the Cinema Muto Festival and CinemaZero representatives.

After a brief introduction to SIM2 key personnel, Mr. Coppola enjoyed a high definition movie clip on SIM2's C3X 1080 projector and previewed the newly-released Blu-Ray® of the "The Godfather" on the SIM2 PRO5DL dual lamp videoprojector.

"The blacks are deep and the image is truly filmlike: Stunning!" commented Mr. Coppola. "I can't wait to see my new movie on it!"

Mr. Coppola's knowledge and passion for technology prompted him to ask to take a peek of the PRO5DL under the hood. He was truly impressed by the solid and clean manufacture.

PRESS RELEASE

Mr. Coppola joins another Hollywood director, Mr. David Lynch, in choosing a SIM2 projector for his production studio. "It has been a great honour to receive Mr. Francis Ford Coppola and we feel privileged that he chose SIM2 as his brand of choice. This represents the best acknowledgment of the company's hard work in achieving excellence in technology, outstanding cinema-quality and service" stated Maurizio Cini, President of SIM2 Multimedia.

Francis Ford Coppola rests in an elite company of American film directors, and a book wouldn't be enough to describe his extraordinary achievements. He has won five Academy Awards and was the first director ever to win the Golden Palm Award at the Cannes Film Festival twice. Best known for his *Godfather* trilogy of films about organized crime and his Vietnam War epic *Apocalypse Now*, Coppola has forged a career from his fascination with the themes of family love, violence, the seductions of power, and the moral bankruptcy of modern life.

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About SIM2 Multimedia

SIM2 Multimedia is the worldwide leading manufacturer of award winning home theater products and leading provider of high-performance large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. Over the years, SIM2 has gained in reputation meeting the industry's demands for new emerging technologies, offering high-quality and reliable products with the most innovative performances. Products are designed and manufactured in Italy. The company has a world-oriented marketing policy with a direct presence in Italy (headquarters), Germany, UK, China, and USA (sister companies) and in over 45 countries worldwide through qualified partners.