



World's Largest Satellite-based Digital Cinema Network

Marathi film 'Balak Palak' creates a world record through 'UFO Moviez' and 'Valuable Edutainment'

UFO Moviez and Valuable Edutainment create virtual thrill among audiences through India's first multi locational interactive Live Premiere of Riteish Deshmukh's Marathi film 'Balak Palak' on 3rd January, 2013

Movie goers in Mumbai, Thane, Nallasopara, Pune & Latur get excited while interacting with Actor – Producer Riteish Deshmukh, cast and crew simultaneously

For the 1st time ever, audiences witnesses Riteish Deshmukh interacting with other cinegoers across cities on the big screen. UFO's unique satellite technology unites film goers in different locations with the film stars, cast and crew

Mumbai, January 4, 2013: India's first virtual premiere show of Marathi film 'Balak Palak' on 3rd January 2013, mesmerized audiences in five UFO theaters across Mumbai, Pune, Latur, Thane and Nallasopara, thanks to Valuable Edutainment's unique satellite technology.

Actor - Producer Riteish Deshmukh and co producers Uttung Hitendra Thakur, and Ravi Jadhav (also the director of the film), actor Kishor Kadam and writer Ambar Hadap, stationed at the Valuable Edutainment central studio, interacted with the audiences Live in all UFO digital theatres at the same time. The session lasted an hour and was followed by the screening of the film.

For the first time audiences seated in the UFO digital theatres were thrilled to ask questions to the cast and crew before the screening of the film. Riteish Deshmukh's friends applauded his unique initiative and considered themselves lucky that they were actually present during this unique spectacle. There was an overwhelming demand for asking questions to Riteish and Riteish was thrilled to see how the movie goers were enjoying the live interaction at all UFO Digital theatres, appreciating the gesture of live interactive talk on the opening of the 'Balak Palak' show—literally a history was created in the world of cinema in the New Year and the 101st year of the cinema.

UFO Moviez & Valuable Edutainment's unique technology, successfully enable audiences watching the Preview show of 'Balak Palak' on Thursday, January 3, 2013, at Sona Gold in Borivali East, Fun Fiesta in Nalasopara, Gold Digital in Thane West, Prabhat in Pune and Big Rama theatre in Latur, to get a chance to interact with Riteish Deshmukh on the big screen in front of them at the same time. Audiences in each of these UFO digital theatres witnessed the cinegoers located in the other theatres in different cities asking questions.

Actor-producer Riteish Deshmukh says, "I am very proud that my first Production Venture Marathi film 'Balak Palak' has become the first in the world to create a world record in the 101st year of Indian cinema, I am also happy that UFO's unique satellite technology has helped to connect me to my fans, friends relatives and well wishers in remote locations such as Latur and Pune along with Mumbai thane and Nallasopara. I'm overwhelmed by the audience enthusiastic reactions and response and it was an emotional moment on the eve of my film release..."

Ashish Malushte, Chief Financial Officer, UFO Moviez India & Valuable Edutainment, adds, "UFO Moviez, has showed to world how it is possible to unite film lovers in different locations of this large country with popular film personalities at the same time. UFO Moviez, which is already a world leader, has successfully completed the virtual premiere in 5 cities today and tomorrow we are capable of doing it in 50 to 100 Indian cities at the same times. It is Riteish Deshmukh's vision that has helped a Marathi film achieved this rare distinction and enter the book of records. "

About UFO Moviez India Ltd. (www.ufomoviez.com)

UFO Moviez, the world's largest satellite delivered digital cinema network, has revolutionized the way films are distributed and exhibited throughout India. Presently, UFO has a base of 3,124 digital screens (including 139 3D screens), spread in over 1,300 cities in 25 states and 6 union territories of India. UFO has so far released 5,363 films in 30 languages and has conducted over 13.3 million shows till date.

UFO Moviez has been often recognized for the impact of its satellite-based technology solution, which enables movies to be transmitted first day-first show to millions in theatre complexes, including in tier 2 and tier 3 towns. Using satellite technology to transmit first day-first show movies to 3,000 plus network theatres, UFO Moviez India Ltd has bagged the prestigious Marico Innovation Foundation award (4th edition held in 2012) for Innovation in the Business category. UFO Moviez's end-to-end digital cinema solutions encompassing content digitization, encoding, encryption, delivery and projection of content using digital technology, UFO has been awarded the ISO 27001:2005 certification by the British Standards Institute, earning the internationally accepted certification on information security from one of the world's leading management systems registrars. UFO Moviez is ranked 39th in the list of India's 500 fastest-growing companies compiled by 'Inc. India 500'. It received the award for 'Deloitte fastest growing 50 companies in Technology, Media & Telecom space' in 2010. UFO Moviez won accolades in the following categories, at The Advertising Club Awards, Big Bang 2007, held in Bangalore: for Best Media Innovation- Cinema- GOLD; Best Media Innovation - Digital - GOLD; Best Media Innovation- Never before used Media- BRONZE.

About Valuable Edutainment & Edubeam (www.valuablegroup.com)

Valuable Edutainment's offering **Edubeam** is a satellite based distance learning solution which eliminates time & distance constraints and facilitates interactive exchange of information between a central studio and multiple remote locations.

Edubeam's virtual classrooms can reach out to remote locations simultaneously & in real time facilitating flow of information between expert in the central studio & students in the remote locations in a unique interactive environment.

The same network can be used for student training, training officers, conducting periodic meetings, medical consultations and diagnosis. In fact it can function as extended arms of the government and can act as a parallel network during natural calamity or emergencies.

Edubeam is currently successfully operating 80 MCGM schools which are connected to two central studios with daily lectures being delivered in a fully interactive environment. It is slated to be launched across various universities, schools & coaching classes in India.

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