



PRESS RELEASE
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FRANK THEATRES ANNOUNCES D-BOX MOTION-ENHANCED THEATRE SEATS DEBUT AT CINE GRILLE AT PRADO

The latest spin on the movie-going experience has its official debut Friday, July 13th

JUPITER, FL (July 10, 2012) – Frank Theatres, a division of the Frank Entertainment Company (1906), today announced the theatre chain is making its D-BOX MFX Seats debut at its Cine Grille at Prado location in Bonita Springs, Florida.

Frank Theatres Cine Grille at Prado has added 24 new D-BOX MFX Seats, all of which are perfectly synchronized with the onscreen action and promise to immerse customers in the movie-going experience. Cine Grille at Prado will be the exclusive movie theatre in Lee County to offer customers the realistic experience of D-BOX MFX motion code seats.

The motion seating D-BOX system will be available to moviegoers beginning Friday, July 13 with *The Amazing Spider-Man* followed shortly after by *The Dark Knight Rises* in July. Thereafter, new D-BOX films are planned for release every two weeks.



The seats, which you can reserve in advance when you buy your tickets, are arranged in two rows in the middle of the theatre, are numbered and feature individual controls so you can control the intensity of the experience. You can even try before you buy. There's a D-BOX demo kiosk with two of the motion chairs set up in the theatre lobby; showing the latest trailers on a mild movement setting. Enjoy the ride!

Frank Theatres Cine Grille at Prado is the circuit's seventh theatre offering the immersive movie-going experience. Frank Theatres will soon announce additional theatre locations to be installed with D-BOX MFX Seats.

For a complete listing of theatres offering the D-BOX experience and a guide to new movies, visit <http://www.franktheatres.com/DBOX.aspx>.

ABOUT D-BOX

D-BOX Technologies Inc. designs, manufactures and markets cutting-edge motion systems intended mainly for the entertainment and industrial simulation industries. This unique and patented technology, the D-BOX Motion Code®, uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform or a seat. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unmatched realistic immersive experience. As of today, many Hollywood studios offer D-BOX Motion Code® on their motion pictures in commercial theatres, on DVDs and Blu-rays. By reaching agreements with various industry leaders, D-BOX's award-winning motion technology is gradually proving itself as a new global standard. D-BOX is a public company whose shares are traded on the Toronto Stock Exchange under the symbol DBO. For further information please see www.d-box.com.



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ABOUT FRANK THEATRES

Frank Theatres currently owns and operates 26 theatres and 268 screens in New Jersey, Pennsylvania, West Virginia, North Carolina, South Carolina, Georgia and Florida. Today, guided by 3rd generation leadership and a seasoned management team, Frank Theatres continues their growth with upcoming projects to include sites in Delray Beach, FL., West Palm Beach, FL., Cary, NC., Holly Springs, NC., Southern Pines, NC., Kingsport, TN., Ranson, WV., and Princeton, NJ. For more information, visit www.franktheatres.com.

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FRANK ENTERTAINMENT, corporate headquarters is located at 1003 W. Indiantown Road, Suite 210, Jupiter, FL 33458.

Media Contact:

Michelle Guillery
Director of Marketing
(561) 776-4747 Ext. 1025
mguillery@frankcompanies.com

To Setup An Interview:

Hector Sierra
Regional Manager, South
Frank Theatres
(561) 676-4489
HSierra@frankcompanies.com

Mike Enderby
General Manager
Frank Theatres Cine Grille at Prado
(239) 992-0128
MEnderby@frankcompanies.com