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DELUXE JOINS SCENARIST UHDG

New Ultra HD Blu-ray Focus Group Will Accelerate Development of New Authoring Tools

LAS VEGAS, NEVADA (April 14, 2015) - Scenarist, LLC, the developer of Hollywood-standard professional Blu-ray Disc authoring systems based in Marin County, California announced today that Deluxe, a global innovator with comprehensive creative, media, distribution and asset-management solutions for media and entertainment companies, has joined Scenarist's Ultra HD authoring alliance (UHDG). UHDG is a group of distinguished authoring facilities that work closely with Scenarist during the development of Ultra HD Blu-ray authoring tools. Along with its participation in the UHDG, Deluxe will provide key testing and replication QC for Scenarist's new Ultra HD Blu-ray authoring system.

The Blu-ray Disc Association announced extensions to the Blu-ray Disc format at CES 2014. The new format, is called Ultra HD Blu-ray and includes support for ultra high definition, high dynamic range 4K video, increased content storage and the ability to legitimately export contents from BD titles to other electronic formats.

"Deluxe continues to invest in the technologies and operational processes to drive innovation and leadership in UHD. Being part of the Scenarist's UHDG alliance is an important step in supporting this objective," said Bob Michaels, vice president of operations at Deluxe. "We will strengthen our capabilities to pre-test UHD-BD titles to ensure that we deliver the highest quality product for our customers at formal launch."

In addition to providing its extensive authoring feedback during development, Deluxe will provide glass mastering and replication plant testing for Scenarist's authoring tools during strategic research and development phases.

Participation in the UHDG extends Deluxe's already leading capabilities in UHD digital re-mastering, content processing including High Efficiency Video Encoding (HEVC) or H.265 and Higher Dynamic Range (HDR), and distribution for leading service providers and device manufactures.

"We are delighted to welcome Deluxe into the UHDG; their expertise and participation will be extremely valuable as we develop new authoring tools to harness Ultra HD Blu-ray's powerful capabilities," said Rolf Hartley, managing partner at Scenarist, LLC. "Ultra HD Blu-ray will deliver the premium entertainment experience to consumers, and we are excited to provide essential retooling for high-end authoring companies that will offer UHD-BD title creation services to major content holders worldwide."

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Scenarist's Ultra HD Blu-ray authoring systems are targeted to be available in the third-quarter of 2015. Scenarist will attend the National Association of Broadcasters Convention in Las Vegas, Nevada in stand SU11221MR on April 13-16, 2015.

About Scenarist, LLC

Scenarist, LLC, located in Marin County, California, is the world's leading developer of professional authoring technology. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on physical media formats such as DVD-Video and Blu-ray Disc. The company's core products, Scenarist SD and Scenarist BD, have been the Hollywood-standard since 1995 because they provide unparalleled access to format parameters and enable the ultimate level of authoring creativity for Hollywood's most demanding titles. Today, the vast majority of DVDs and BDs have been released using Scenarist authoring systems. Scenarist is a Contributor Member of the Blu-ray Disc Association. In 2014, the Blu-ray Disc Association announced new extensions for the Blu-ray format that include support for 4K/HDR video, immersive audio and new features such as Digital Bridge, the ability to legitimately export movie contents in full resolution on to other electronic devices. In April 2015 Scenarist launched the UHDG, a focus group of high-end authoring facilities, technology developers and service providers that will work with Scenarist during the critical development phases of its new authoring tools for Ultra HD Blu-ray. Scenarist and the Scenarist logo are registered trademarks in the United States and other territories, all rights reserved. Contact Scenarist online at www.scenarist.com or via email at info@scenarist.com.

About Deluxe

Deluxe Entertainment Services Group Inc. is a global leader in media and entertainment services for film, video and online content, from capture to consumption.

Since 1915, Deluxe has been the trusted partner for the world's most successful Hollywood studios, independent film companies, TV networks, exhibitors, advertisers and others, offering best-in-class solutions in production, post-production, distribution, asset and workflow management, and new digital solution-based technologies.

With operations in Los Angeles, New York and around the globe, the company employs nearly 6,000 of the most talented, highly honored and recognized artists and industry veterans worldwide. Deluxe is a wholly owned subsidiary of MacAndrews & Forbes Holdings Inc. For more information visit www.bydeluxe.com.