

# The Global Leader in Fulfilling the Promise of Digital Cinema



## **Bud Mayo**

As co-founder, chairman, and chief executive officer of Cinedigm Digital Cinema Corp. (Cinedigm) (NASDAQ:CIDM) Mr. Mayo heads a pioneering company which is leading the way for the transition in the movie industry from film to digital. This change is a revolutionary shift for the entire motion picture industry and Cinedigm is driving that transition by providing exciting live 3D special events for moviegoers as well as enabling software and integration services for movie producers, distributors, and exhibitors. Cinedigm not only supports each element of this supply chain, it also offers a turnkey solution for exhibitors to convert to digital cinema having installed more than 3,900 screens representing 70% of all the digital systems in the U.S. Plans have begun for the installation of another 10,000 screens over the next 3 years. Each installation typically includes a satellite dish on the roof creating the most robust network in movie theaters anywhere in the world. In key markets, Cinedigm's CineLive™ proprietary product enables theaters to receive 2D and 3D live broadcasts from Cinedigm's Entertainment Group including concerts and sports events..



Bud Mayo conceived the idea for Cinedigm while president and chief executive of Cablevision Cinemas, LLC, which he founded in 1994 as the Clearview Cinema Group, Inc. and sold to Cablevision in 1998, for \$160 million. Under Mr. Mayo's leadership, Cablevision Cinemas was an early leader in bringing digital film to its movie theaters and in its exploration of content delivery via cable and satellite technology.

The achievements of Mr. Mayo and Cinedigm were highlighted in an article titled Remaking Hollywood: The New Wave in the December, 2005 issue of "Fast Company." The article profiled 10 individuals including Steven Soderberg, a leading Hollywood director, Morgan Freeman, the Oscar-winning actor, Brian Roberts, CEO of Comcast, and Mr. Mayo as the "up-and-comers" in Hollywood's future. Mr. Mayo was named New Jersey's "Technology and Innovation Entrepreneur OfTheYear 2006" by Ernst& Young. For the past 20 years, the Ernst & Young Entrepreneur OfTheYear® program has recognized and celebrated outstanding entrepreneurs and business leaders across the country and around the globe. In May, 2007, Mr. Mayo was selected by New York University Stern School of Business for honorary membership in Beta Gamma Sigma the international honor society for collegiate schools of business.

Beginning with eight screens in 1994, by 2000, Mr. Mayo had built Clearview into a chain of nearly 300 screens and 65 locations, including the world-famous Ziegfeld Theatre in New York City. By the time he sold the company to Cablevision, it was the second largest circuit in metro New York. Earlier, Mr. Mayo was the founder, chairman and chief executive of Clearview Leasing Corporation, a lessor of computer peripherals and telecom equipment founded in 1976 that completed more than \$300 million in leasing transactions.

Bud Mayo began his career with IBM as a computer salesman in 1965 and later co-founded more than a dozen computer services companies. During the 1970s, he served in various senior corporate finance positions on Wall Street prior to founding Clearview Leasing.