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**DELUXE SELECTED BY LG ELECTRONICS TO PROCESS AND DELIVER
NATIVE & RE-MASTERED 4K HOLLYWOOD AND LOCAL CONTENT**

*Deluxe to Prepare and Encode Content for Shipping with LG's 4K ULTRA HD TVs
Worldwide*

BURBANK, Calif.—Sept. 17, 2014—[Deluxe](#) announced today that it has been selected by LG Electronics to support the go-to-market strategy for its new [4K ULTRA HD TVs](#). The 4K UHD content will be prepared, processed and localized by Deluxe and then pre-loaded on a hard drive device that will be included with select LG 4K ULTRA HD TVs.

Deluxe will provide the full range of capabilities necessary to ensure 4K content is delivered at the highest quality and optimal bitrate for bandwidth, transport and storage efficiencies. Content preparation will span sources from major Hollywood studios and local titles that have either been 4K native shot and mastered or converted, restored and re-mastered from film or high definition.

Content will undergo rigorous testing and quality analysis of frame rates, bitrates, color gamut and software decoding to ensure that the playback experience is optimized on the target devices for streaming or download.

Deluxe is also providing the localization capabilities for LG ULTRA HD TVs launching in Asia, Europe, and North America. This includes subtitles or captions, dubbing and audio operations. Deluxe's deep understanding of multi-language requirements ensures that visual and audio elements are conformed to ensure that the final product delivers the best consumer experience.

"We're pleased to be providing the end-to-end workflow for LG to deliver a superior 4K UHD experience that will scale as the market matures," said Cyril Drabinsky, president and CEO of [Deluxe Entertainment](#). "Deluxe has invested in the technologies and operational processes for the production of new transcoding/encoding formats such as 4K and HEVC to reduce the operational and capital investments and complexity that our customers will incur to advance 4K UHD in the marketplace."

Deluxe is a leader in 4K UHD mastering, encoding and distribution and is the only company to offer an end-to-end solution under one roof. "Color by Deluxe" is recognized for its technical leadership and innovation in working with original masters to create the optimal viewing experience across the multi-screen device landscape.

About Deluxe OnDemand

Deluxe Digital Distribution is revolutionizing digital home entertainment with its advanced cloud-based content supply and turnkey VOD management solutions. The **Deluxe OnDemand™** products make it easier to offer premium content quickly and cost-effectively across popular multi-screen devices. Deluxe is a leader in new technologies and workflows for HEVC, 4K and UHD to power next-generation mobile devices and televisions.

Please visit www.deluxeondemand.com for more information.

About Deluxe

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

Since 1915, Deluxe Entertainment 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.

The company employs nearly 6,000 of the most talented, highly honored and recognized artists and industry veterans worldwide. Deluxe Entertainment is a wholly owned subsidiary of MacAndrews & Forbes Holdings Inc.

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