



Celebrating 50 years

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**PANAVISION PURCHASES TECHNOVISION FRANCE
Purchase Adds Technovision Inventory to Panavision's Product Line**

August 16, 2004—Woodland Hills, Calif. —Panavision, celebrating its 50th anniversary as the market leader in the design and rental of 35mm camera systems for filmed entertainment, announced the purchase of Technovision France, a film equipment rental company located in Paris. Natasza Chroscicki, Managing Director, Technovision, will continue to manage the operations.

“We are extremely happy to add Technovision France to our Panavision family,” said Bob Beitcher, President and CEO, Panavision. “Natasza and her staff are incredibly talented and dedicated to providing the absolute highest level of customer service. Their success over the years reflects on their commitment not only to the French filmmaking community, but other international markets as well.”

Founded in the 1950s by Henryk Chroscicki, Technovision had its roots in anamorphic lens technology, later becoming a film equipment rental company. The Technovision group over the years has become a major player in the European and international cinema environment, furnishing over 3,500 feature films with cameras and equipment, of which about 1,000 were shot with the anamorphic system.

“Technovision has always been a small, family-owned business that has succeeded over the years. Panavision understands the potential of Technovision in today's market, and since they are at the forefront of so much new technology, we felt this would be a positive alliance that would allow the two companies together to provide the best equipment and service possible,” said Natasza Chroscicki.

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Technovision's product line includes ARRI, Aaton, Moviecam, Vistavision and Technospeed cameras; Angenieux, Cooke, Techno/Cooke, Leitz, Kowa Compact, Cinevision and Zeiss lenses and a complete line of Technocranes.

"With the addition of Technovision France, we can truly service cinematographers with a wider range of products. We constantly need to develop new solutions for cinematographers. Our challenge for each project is to build the best technical solution either in classic 35mm, Super 35mm, 3-perf, HD or digital capture, while keeping in mind the budget considerations of most of our local customers," said Alain Coiffier, President, Panavision France. "We are very pleased that Natasza Chroscicki will continue in her role as managing director, helping us bring the combined advantages of Panavision and Technovision to the French market."

Technovision's credits include a long-standing relationship with Vittorio Storaro, AIC, ASC who has used their cameras on such films as "Apocalypse Now," "Reds," "Dick Tracy," "Little Buddha," "Bulworth," "Tango," and "Dune;" Darius Khondji, AFC, ASC with such projects as "Delicatessen," "Before the Rain," "Evita," "The Ninth Gate," "Beaute volee" and "The Interpreter," and Thierry Arbogast, AFC whose collaboration with Luc Besson resulted in "Nikita," "Leon," and "Jeanne d'Arc."

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About the company:

Founded in 1954, Panavision Inc. is a leading designer and manufacturer of high-precision camera systems, including both film and digital cameras, and lenses and accessories for the motion picture and television industries. Panavision systems are rented through its domestic and internationally owned and operated facilities and agent network. Panavision also supplies lighting, grip and crane equipment for use by motion picture and television productions.

For more information, contact:

Suzanne Lezotte

Tel: 818-316-2233

Cell: 818-427-0116

e-mail: Suzanne_lezotte@panavision.com