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PANAVISION ACQUIRES PLUS 8 DIGITAL Addition of Camera Rental Facility Complements Product Offerings in Five North American Markets

October 2, 2006—Woodland Hills, Calif. —Panavision Inc., the worldwide market leader in the design, manufacture and rental of camera systems for production of motion pictures, television and commercials, continues to expand with the acquisition of Plus 8 Digital, one of North America’s largest digital camera rental companies.

“This transaction is another step forward in Panavision's strategy of diversifying our camera product offerings generally and our digital offerings specifically and broadens our reach to cinematographers working in all segments of our business,” said Bob Beitcher, President and CEO, Panavision. “We are very fortunate to combine our efforts with the employees of Plus 8 Digital as well as Marker Karahadian, the company's founder and owner.”

Plus 8 Digital operates five digital camera rental facilities in Burbank, New York, Houston, Vancouver and Toronto. “I am excited that Plus 8 will now have the strength and reputation of Panavision driving the business,” said Karahadian. “The Plus 8 team and I will increase the high quality service and attention our customers are used to, because they will also benefit from Panavision's global network. On a personal note, I am also looking forward to working with the Panavision team to ensure that Panavision and Plus 8 play an important part in the continued evolution of digital capture in our industry.”

Founded in 1988, Plus 8 Digital’s reputation in the industry has been built on a history of technical innovation and quality service. Plus 8 was among the first rental facilities in North America to introduce Carl Zeiss HD Digi primes, the Thomson Viper, and Panasonic Varicam. Their extensive HD inventory includes over 20 Viper cameras.

Recent film and television productions for which Plus 8 Digital supplied cameras include “Miami Vice” and “Everybody Hates Chris.”

About the company:

Founded in 1954, Panavision Inc. is the leading designer and manufacturer of high-precision camera systems, including film and digital cameras, lenses and accessories for the motion picture and television industries. The headquarters of Panavision are located in Woodland Hills, California, where innovative Research and Development continues on new camera equipment and lenses, which are manufactured on the premises. Over the years, Panavision has garnered acclaim for its products from the Academy of Motion Picture Arts and Sciences with three Oscars®, and 23 other Academy Awards® granted for Scientific and Technical Achievement. Panavision’s work with the television industry has been rewarded with five Emmy® statuettes. Panavision also supplies lighting through LEE Lighting, gel and lighting filters through LEE Filters, and cranes through Panavision Remote Systems. Panavision is also affiliated with Deluxe and EFILM.

Panavision’s worldwide network of 36 owned-and-operated facilities and 19 independent distributor locations around the globe ensures access to Panavision equipment around the clock. For over 50 years, Panavision has set the standard for technological change within the industry itself and continues to lead the way in innovation, breadth and depth of rental equipment inventory and superior customer service.

For Further Information:

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