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**U.S. Century Bank Works with Sony to Finance Community  
Cinema Theatre Upgrades**

*New Technology is Key Element of Overall Economic  
Development Efforts in Fort Myers Community*

MIAMI, FL, **November 29, 2012** – U.S. Century Bank is playing a unique role in the financing of new state-of-the-art technology for local community cinema owners. The community bank is working with Sony to help a local theater owner finance the purchase of its digital cinema equipment, while Sony offers theater owners its Virtual Print Fee program, available through March 31, 2013. Both are enabling the movie industry to finance the conversion to digital cinema.

U.S. Century Bank is the first community bank to pioneer this project in South Florida working with client, theatre owner Jay Suarez and his Edison Park 8 Cinemas. The expansive facility and technology upgrades currently underway at the Edison Park 8 Cinemas are about more than just a better way to go to the movies. They are helping to breathe new life into the city's centerpiece - the adjacent Edison Park Plaza shopping center.

Expected to be completed in December, the 33,000-square-foot, 1,700-seat movie theater will feature Sony 4K digital cinema projection technology on each of its eight screens, in addition to 3D capabilities in four of its auditoriums, making it the most modern movie theater of the three located in the Fort Myers area. More important, the revamped theater will anchor the 65,000-square-foot shopping center as an entertainment hub.

U.S. Century Bank client, Jay Suarez is no stranger to this type of community-minded economic development, with more than 20 years of experience as one of South Florida's most successful rehab experts. Known as the "Restoration Maven," Suarez understands the relationship between his business and the surrounding community, and how one can directly impact the other.

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“The renovation of the Edison Park 8 Cinemas is the cornerstone to turning around the entire shopping center,” said Jay Suarez, “We understand that the experience our customers have in the theater has to be first class because we want them to return. We did an exhaustive amount of research into the various technologies that could help us accomplish our customer experience goals and decided that Sony 4K projection technology was far and away the shining star. They are way ahead of everyone else. Our customers deserve the best, which is why we are installing Sony 4K in all eight theaters.”

“As a true community bank, U.S. Century Bank is committed to working with our customers in an effort to help them improve their businesses, while at the same time, identify new opportunities to help the community,” said Carlos J. Davila, U.S. Century Bank President and CEO. “By pioneering this project with Sony, we are helping to facilitate financing options for community theater and cinema owners. U.S. Century Bank is not only helping our customer Jay Suarez, but also allowing area residents to enjoy the experience of Sony’s state-of-the-art Digital Cinema 4K technology. We are looking forward to offering this program to other local cinema owners throughout South Florida.”

When completed in December 2012, the renovation of the entire Edison Park Plaza will cost approximately \$2 million, most of which is used on local construction companies, pouring money into the Fort Myers economy.

Suarez, with his RE 2000 Group, has a significant track record of purchasing distressed properties—many times in depressed areas—and successfully turning them around – and as a result creating a positive impact on the local community and economy. With a background as an investor, general contractor and developer, he assisted in rebuilding St. Bernard Parish in New Orleans after Hurricane Katrina, was instrumental in turning around apartment complexes in Tallahassee, Fla. helped rejuvenate a shopping center complex in Homestead and renovated an historic office building in downtown Miami.

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### **About U.S. Century Bank**

Established in 2002, U.S. Century Bank is one of the largest community banks headquartered in Miami, with assets of \$1.2 billion. Through its network of 24 branch locations and its online banking platform, it offers its customers a wide range of financial products and services. U.S. Century Bank is the recipient of the 2008 Beacon Award in Financial Services and a 2008 and 2009 Outstanding Minority Business Award from the Greater Miami Chamber of Commerce. It has also received numerous accolades from the Coral Gables Chamber of Commerce, South Florida Hispanic Chamber of Commerce, The March of Dimes and the Minority Chamber of Commerce. For more information about this finance program for theatre owners, contact Yesenia Collazo at 305-715-5305 or Peter Ramirez at 305-715-5247. To find a U.S. Century branch near you, call (305) 715-5200 or visit [www.uscentury.com](http://www.uscentury.com).

### **About Sony Electronics Digital Cinema Solutions**

Sony Digital Cinema Solutions combines a full range of Sony technologies, alternative content offerings, training and service to provide a broad range of solutions for exhibitors. The world's leading manufacturer of commercially available 4K resolution digital cinema projection systems, the group also offers Sony's TMS (theater management system); digital signage hardware, software and content development; security systems and Network Operations Center (NOC) services for the exhibition community. Sony also offers flexible financing including a lease program and exhibitor-managed finance program leveraging Sony's VPF administration, that can make converting to digital easier and more affordable than ever before. For more information, visit [www.sony.com/digitalcinema](http://www.sony.com/digitalcinema).

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