

News Release

FOR IMMEDIATE RELEASE

NEW 'DELIVERING EXCITEMENT' BRANDING FOR CINRAM WINS 2011 REBRAND 100 GLOBAL AWARD

Company Receives Merit Award for Brand Transformation

(TORONTO) – April 5, 2011 – Cinram International Inc., one of the world's largest manufacturers and distributors of packaged media, has received a Merit Award in the prestigious 2011 REBRAND™ 100 Global Awards, recognizing excellence in brand repositioning.

The new branding, produced by Interbrand (Canada) and based on the theme of 'delivering excitement,' has created a transformational message about the company. The strategy builds on the strengths of Cinram's 40 years of manufacturing and supply chain experience in packaged media solutions for the home entertainment industry and also reinforces its transformation into a global supply chain solutions provider across all media channels including digital.

The 'Delivering Excitement' theme is reinforced by a contemporary brand mark in sophisticated gray and high impact green whilst a fresh, stylized 'A', symbolizes Cinram's role as a bridge between the customer and end-user. A series of photographs capturing the consumer's experience and excitement further illustrates the new approach. The theme strips away technical jargon, emphasizes the customer benefits and humanizes the brand. The elements are used consistently throughout all brand communications including web, brochures, signage, sales materials and sizzle videos, among others.

"Our new positioning reflects evolution, but, most importantly embraces Cinram's continuing customer-centric approach that has established us as an industry leader for over four decades," said Steve Brown, Chief Executive Officer for Cinram. "The 'Delivering Excitement' message illustrates the pro-activeness of Cinram's approach and sets the company apart as a leading provider of global supply chain solutions in both digital and packaged media."

REBRAND™ is the world's leading resource on effective brand transformations. The annual REBRAND 100® Global Awards continue to garner respect for their assessment and approbation of repositioned brands by a well respected jury of industry experts. Showcasing expertise and case studies from over 36 countries and firms ranging from multi-nationals to local small businesses, the Awards recognize excellence in repositioning, revitalizing and redesigning a brand to meet business goals. This year, Cinram shared Merit recognition with companies such as Audi, the Irish Stock Exchange and the Province of Alberta, among others.

About Cinram

Cinram International Inc., an indirect, wholly-owned subsidiary of the Fund, is one of the world's largest providers of pre-recorded multimedia products and related logistics services. With facilities in North America and Europe, Cinram International Inc. manufactures and distributes pre-recorded DVDs, audio CDs, and CD-ROMs for motion picture studios, music labels, publishers and computer software companies around the world. Cinram now also provides distribution and logistics services to the telecommunications industry in North America through its wireless subsidiaries. The Fund's units are listed on the Toronto Stock Exchange under the symbol CRW.UN. The Cinram group of companies now also incorporates 1K Studios, a digital media firm based in Los Angeles specializing in building enhanced consumer experiences for movies, TV shows, music, books and games. For more information, visit www.cinram.com.