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**FOR IMMEDIATE RELEASE**

## **SENSIO® 3D Live Network expands further, partnering with Groupe CGR in France**

***Last match of RBS 6 Nations 2011 rugby tournament is first event to be screened  
in live 3D at these 34 additional sites***

**MONTREAL — March 17, 2011** — SENSIO Technologies Inc. (SENSIO) (TSX-V: SIO) today announced the continued expansion of the SENSIO® 3D Live Network which is now composed of over 750 screens. The Montreal company is delighted to add this network of 34 multiplexes, enabling access to live 3D events for the inhabitants of 34 French cities. Activating this new branch, the last match of the renowned and much-followed Six Nations Tournament, pitting France against Wales at the Stade de France, will be screened on Saturday, March 19.

“CGR was a forerunner in digital cinema in France and recognizes the opportunity that live 3D events represent,” said Jocelyn Bouyssy, Chief Executive Officer of CGR. “By partnering with the leader in this sector, the pioneer in live 3D and creator of the high-fidelity format SENSIO® Hi-Fi 3D, we ensure we stay in the lead pack of this new form of entertainment.”

The SENSIO® 3D Live Network is a solution for the worldwide cinema distribution of live 3D events. Leveraging its 12 years of expertise in the development of technologies and solutions for 3D, and the wealth of contacts it has made over this period, SENSIO created this unique network which has enabled the transmission in cinemas of many high-profile events, including the 2010 FIFA World Cup™ and the 2011 NBA All-Star weekend.

“This further expansion of our network, and this additional event of the final Six Nations rugby match: France versus Wales, proves that there is a real and growing interest for live 3D events

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in cinemas,” commented Richard LaBerge, Executive Vice-President and Chief Marketing Officer at SENSIO. We’re very proud that thousands of rugby supporters in the most fanatic regions of France will be able to experience the match as if they were on the sidelines, thanks to our technology.”

More information about SENSIO and its technologies is available at [www.sensio.tv](http://www.sensio.tv).

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**About CGR CINEMAS :**

Founded in 1974 by Georges Raymond, CGR Cinemas is based in France at La Rochelle. Originally established in the South-West of France, CGR Cinemas has expanded its network of multiplexes throughout the country. CGR Cinemas is the third largest exhibitor network and largest independent network in France, with 20 million cinema-goers a year. CGR Cinemas was also the first group in Europe to equip its cinemas with digital technology. Nicole Raymond and her children, Luc and Charles Raymond, took over CGR Cinemas on the death of its founder Georges Raymond. Jocelyn Bouyssy, whose career with CGR spans 20 years, is currently Chief Executive Officer of the company. Fondé en 1974 par monsieur Georges Raymond, CGR Cinémas est basé en France à La Rochelle. [www.cgrcinemas.fr](http://www.cgrcinemas.fr)

**About SENSIO Technologies Inc. (SENSIO):**

Founded in 1999, SENSIO Technologies Inc. ([www.sensio.tv](http://www.sensio.tv)) is a pioneer in the 3D industry. Its vision, expertise and state-of-the-art solutions, based on diversified stereoscopic image-processing technologies, have been trusted by some of the biggest names in the broadcasting and consumer electronics sectors, as well as for live 3D events in cinemas, to power numerous industry firsts, initiate new business models and generate immediate revenue with a distinctive 3D offering.

SENSIO enables its clients to deliver the best possible 3D experience for the end-user through a broad portfolio of licensed products, based on quality, content, usability and compatibility. These include its flagship, award-winning technology, SENSIO® Hi-Fi 3D, the premium-quality frame-compatible format.

SENSIO’s technologies are the object of patents and intellectual property protection proceedings worldwide. SENSIO is listed on the Toronto TSX Venture Exchange (SIO).

SENSIO® is a registered trademark of SENSIO Technologies Inc.

*This news release contains forward-looking statements that reflect the company's expectations with regard to future events. Actual events could differ significantly from those anticipated in this document.*

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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