

MACGILLIVRAY FREEMAN FILMS

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MacGillivray Freeman Films Launches Global Media Initiative—“One World Ocean”—To Produce World’s Largest Ocean Media Campaign

Production on the \$35-million project to begin this fall in the South Pacific

LAGUNA BEACH, CA (June 18, 2010)—**MacGillivray Freeman Films** is launching *One World Ocean*, the largest global media campaign of its kind that will literally crisscross all five of the world’s oceans to produce an epic multi-platform series designed for giant-screen IMAX 3D, 2D & 3D television, theatrical 3D release, digital online media, companion books and other media.

Over a span of four years, the \$25-million *One World Ocean* production will collect amazing images and stories of marine wildlife and mankind’s relation to the sea in forty locations around the world using today’s most advanced 3D camera system technologies. Ten hours of world-class programming in multiple formats will include a 40-minute IMAX 3D film, an 8-part 3D television series, a 90-minute 3D theatrical documentary, and an online web series all designed to reach hundreds of millions of viewers when released in 2015. A \$10-million marketing and educational program will drive public awareness.

The monumental project will offer spectacular entertainment in the award-winning tradition of best-selling giant-screen filmmakers **MacGillivray Freeman Films** and producer/director **Greg MacGillivray**, who has produced or directed 36 educational giant-screen IMAX films over a filmmaking career that spans more than 40 years. A longtime advocate of ocean conservation, MacGillivray has already produced and directed three blockbuster ocean films including two nominated for an Academy Award for Best Documentary Short Subject (*The Living Sea* and *Dolphins*). MacGillivray Freeman’s giant-screen IMAX Theatre documentaries will soon cross the \$1 billion worldwide gross box office milestone, driven by ticket sales at museum-affiliated giant-screen theatres that reap more than 80 percent of this important benefit.

“With *One World Ocean* we will merge our vast experience capturing the most incredibly beautiful images from the around the world with today’s exciting new state-of-the-art technologies to create a totally new ocean entertainment that connects people emotionally to the world’s oceans,” says MacGillivray. “*One World Ocean* will be as exciting as *Avatar* and as convincing as *An Inconvenient Truth* and audiences will come away inspired with a totally new perspective on the importance of the ocean to our future and how important it is that we all get involved preserving it.”

Added producer **Shaun MacGillivray**, “We’re excited to be partnering with the world’s top underwater filmmakers to explore the ocean like never before and bring back the most unusual, never-before-seen images from under the sea, all with immersive 3D cinematography. We’ll use underwater submersibles and the very latest in re-breather technology to plumb new depths of ocean life below the normal limits of scuba. Our goal is to take the ocean world’s most captivating stories and combine them with great filmmaking to inspire a completely new appreciation for the ocean. We want to inspire children to become the next generation of Jacques Cousteaus and Sylvia Earles and make people feel a personal connection to their oceans.”

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MFF Launches *One World Ocean*—Page 2

To make that happen, a major social action campaign will be at the heart of the *One World Ocean* multi-media initiative geared towards driving global support for better management of our oceans. Using all the newest communication technologies available for transmitting the film's message, the filmmakers will enlist strategic partners from the private and non-governmental sectors to put this social action program into place. As a result, millions more people will understand how critical the ocean is for our future and how to take meaningful actions to conserve them.

“If we don't shake people up now with what's happening to our oceans, we're not going to have the same magical oceans left in forty years,” said Greg MacGillivray. “Marine scientists predict that by 2050 there will be no more large fish left in the ocean if we don't change our relationship with the sea. I want *One World Ocean* to be a major vehicle for that kind of change. For that reason, I feel more passionate about this project than any others I have ever worked on.”

Traveling to all five oceans on Earth—the Antarctic, Arctic, Atlantic, Indian and Pacific oceans—as many as six different *One World Ocean* production teams will dive into each unique ocean ecosystem and use the latest cutting-edge 3D technology to capture the awe-inspiring stories that play out in nature every day. The filmmakers will also document mankind's enormous impact on the oceans—from pollution to over-fishing to climate change—which is causing sea life to dwindle at rapidly increasing rates.

MacGillivray Freeman Films will begin production on *One World Ocean* this fall in the South Pacific. The multi-platform project will be produced and distributed by MacGillivray Freeman Films with an anticipated release date of 2015. Other forthcoming MacGillivray Freeman 3D giant-screen films include *To The Arctic* and *Humpback Whales*. Most recently, MacGillivray Freeman Films released *Arabia 3D* about the extraordinary history, culture and people of the Arabian Peninsula.

About MacGillivray Freeman Films

MacGillivray Freeman Films is one of the world's foremost independent producers and distributors of giant-screen 70mm films with 36 films to its credit. Throughout the company's 40-plus year history, its films have won numerous international awards including two Academy Award[®] nominations and three films inducted into the IMAX Hall of Fame. In 1998 the company's hit film *Everest* achieved unprecedented box office success for a giant-screen film and is currently the highest grossing giant-screen film of all time with nearly \$150 million earned worldwide. In 2004, company president Greg MacGillivray and his wife Barbara founded the MacGillivray Freeman Films Educational Foundation to fund and produce educational giant screen films and companion educational programming focusing on science, the environment, world culture and natural heritage locations. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world.

www.macfreefilms.com

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