

MACGILLIVRAY FREEMAN FILMS

FOR IMMEDIATE RELEASE:

MacGillivray Freeman Films Leads 3D Blu-ray Wave With First Live-Action 3D Blu-ray Title in Europe

“Grand Canyon Adventure” 3D Blu-ray disc now available in Germany with a North American release to follow later this year

LAGUNA BEACH, Ca. (July 7, 2010)—Leading the charge to deliver the highest-quality 3D entertainment to home theatre audiences, **MacGillivray Freeman Films** is pleased to announce the German release of *Grand Canyon Adventure* in 3D Blu-ray, marking the first live-action 3D Blu-ray title available in Europe. The film’s North American 3D Blu-ray release will follow later this year as part of the first wave of 3D Blu-ray discs to come on the market.

Originally produced by MacGillivray Freeman Films for giant-screen 3D IMAX Theatres, *Grand Canyon Adventure* on 3D Blu-ray was produced by **Imagion, Big Picture Digital Productions, and DKP 70MM, Inc.**, a subsidiary of IMAX Corporation. The title is now available in German stores through **Eurovideo**.

“When I first saw the 3D Blu-ray version of *Grand Canyon Adventure*, I was amazed by the superb visual quality and immersive nature of the experience, which far surpassed my high expectations,” said **Mike Lutz**, Senior Vice President for Business Development at MacGillivray Freeman Films. “I already knew how fantastic the Blu-ray HD quality was, but the 3D effects startled me – it’s a very dynamic experience. This new 3D Blu-ray technology represents the cutting edge of home theatre entertainment, and MacGillivray Freeman Films is proud to once again demonstrate our market leadership by releasing this brilliant live-action motion picture in this new 3D format.”

“I can’t think of a better film than *Grand Canyon Adventure* to represent the enormous potential of 3D Blu-ray technology,” said **Ryan Mullins**, President and CEO of Big Picture Digital Productions. “The film’s breathtaking 3D images were originally photographed in the highest quality 1570 IMAX format, then scanned at 8k resolution for the Blu-ray disc, making for an unsurpassed visual experience on 3D television. We applaud MacGillivray Freeman Films for embracing this new 3D home video market and for giving audiences another incredibly immersive cinematic experience, this time in the comfort of their own homes.”

MacGillivray Freeman Films has long led the industry in finding new markets for its giant-screen films. It was the first to mass distribute a giant-screen film (*To Fly!*) to TV stations worldwide in 1977. It distributed the first successful VHS version of a giant-screen film (*To Fly!*) in 1980. It released the first-ever HD film title (*Coral Reef Adventure*) through Microsoft’s Windows Media 9 in 2004. It was the first to make ten films available for HD-TV distribution in 2004.

“While producing and distributing films for the IMAX Theatre network will always remain our top priority, we continue to seek out opportunities to use exciting new technologies to deliver superlative entertainment experiences to ever wider audiences,” adds Lutz.

Grand Canyon Adventure is one of the top-grossing giant-screen films of the past five years with worldwide ticket sales of more than \$25 million. *Grand Canyon Adventure* is narrated by

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Grand Canyon Adventure 3D Blu-ray—Page 2

Robert Redford and features songs and music by **Dave Matthews Band**. The film is produced by **MacGillivray Freeman Films** and **MacGillivray Freeman Films Educational Foundation** in association with **Museum Film Network** and **Reynders McVeigh Capital Management**. It is presented by **Teva** and supported by **Kohler Co.**

About MacGillivray Freeman Films

MacGillivray Freeman Films is 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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