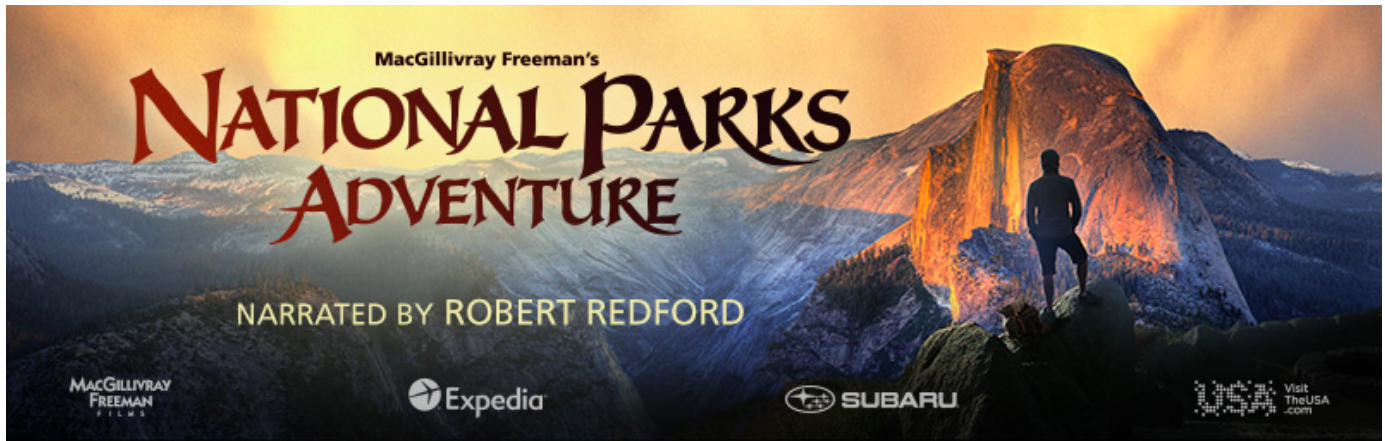




Exhibitors Report Sold-Out Shows and Record-Breaking Attendance!

Now playing in 60 IMAX® and giant screen theatres worldwide (with 35 additional theatres scheduled to open it soon), *National Parks Adventure* is on track to be the giant screen box office hit of the year. With stellar film reviews, ecstatic audience feedback and sold-out shows from New York to Los Angeles, here's a look at what theatre managers are saying about the film.

“It’s a hit. It’s a HIT!”

—Mike Day, Senior Vice President,
Science Museum of Minnesota, St. Paul

“*National Parks Adventure* with its compelling images vividly displayed on our giant screen accompanied by a brief history lesson and emotional story line is the perfect film leading into our summer season. **We are exceeding our monthly budgets by an average of 30%** so we are very pleased with results to date.”

—Joe DeAmicis, Vice President of Marketing
California Science Center, Los Angeles



“The film has had a **superb opening with a notably higher occupancy than other shows** in the month of February. In fact, we are increasing the number of shows per day to accommodate demand. We are off to a great start!”

—Zarth Bertsch, Director, Theatres
Smithsonian Institution, Washington DC

“*National Parks Adventure* has **performed better in**



"*National Parks Adventure* is a soaring, patriotic tribute to the national parks. Our visitors sure love the film—particularly in 3D as **our opening weekend was close to a sellout for all 14 runs of the film.**"

—**Brad Harris**, *Senior Director of Visitor Services*
American Museum of Natural History, New York

"Nothing looks as good on our gigantic screen as something shot on 15/70 film and *America Wild* delivers on every count. ***America Wild* is doing almost double the box office as our other documentaries.** The extra marketing support provided by MacGillivray Freeman Films and Brand USA has really made a difference and we are happy with the results."

—**Mark Bretherton**, *CEO*
IMAX Theatre Sydney

"Everybody was thrilled by the beautiful pictures and thought it was **one of the best and most beautiful films they had ever seen** at the Tycho Brahe Planetarium."

—**Peter Bak-Larsen**, *CEO*
Tycho Brahe Planetarium, Copenhagen



"Our audience loves the adventure that is *America Wild*. The outdoors storyline along with the stunning cinematography **provide a giant screen experience that is positive and motivating.** We hear from all ages of guests that they are inspired to get outdoors, explore the parks and create an adventure of their own."

the first month of exhibition than our previous four documentaries! Kudos to the MacGillivray Freeman Films team; you hit one out of the 'park' (pun intendend)!"

—**Michelle Personette**, *Director*
Challenger Learning Center of Tallahassee

"I think it's **one of the finest movies we've seen in some time.** The images are amazing. The soundtrack and narration are excellent and really complement the imagery incredibly well."

—**Stephen Kovac**, *Director of Operations & Visitor Services*
Carnegie Science Center, Pittsburgh

"The performance of *National Parks Adventure* over the opening weekend **beat not only our attendance budget but beat the same time slots last year by more than 75%.** This is a great start to 2016 and even more impressive for a February opening."

—**Charlotte Brohi**, *VP of Film Programming*
Houston Museum of Natural Science

"The film opened very well. We had **sold-out shows even on Monday!**"

—**Wendy Grant**, *Director of Marketing & Communications*
Reuben H. Fleet Science Center, San Diego

"*America Wild* is a **stunning film and our audiences love it!** We are so very happy that we chose to launch our new IMAX with laser and 12 channel audio system with this film."

—**Brenda Tremblay**, *COO*
Science North, Sudbury

"We have had thousands of guests enjoy *National Parks Adventure* with rave reviews from people of all ages. ***National Parks Adventure* has been our highest attended feature since it opened!** It's pulling in great attendance vs. performance percentages. What a fantastic way to experience parks you haven't yet visited."

—**Toph Bryant**, *Visitor Services Senior Manager*
Kentucky Science Center, Louisville

