

PRESS RELEASE

EXTREME PRESENTED WORLDWIDE BY **SAAB**
NOW PLAYING AT **IMAX**® AND OTHER GIANT SCREEN THEATRES

ADVENTURE SPORTS JUST GOT BIGGER!

“**AMAZING!** ...” (Chicago Sun Times) “**ONE OF THE MOST VISUALLY IMPRESSIVE
PIECES OF FILM EVER ASSEMBLED!**” (Spin Magazine) **MESMERIZING!**” (New York Times)

**EXTREME BREAKS 115,000 ADMISSIONS AT
CAPETOWN IMAX THEATER IN FIRST 6 MONTHS!**

April 11, 2000 – Congratulations to everyone at the Nedbank Pavilion IMAX theater in Capetown, South Africa on surpassing 115,000 admissions in the first 6 months of their exhibition license of Extreme!

“We loved the idea of EXTREME from the word go so we really got behind this film. Our marketing and advertising campaign utilized media that talked to the target market in their language and it has really paid off. The unconventional campaign for this unconventional IMAX film has brought in a younger, “more vibey” visitor – and they just keep on coming. A film of this nature was long overdue and the market has responded in no uncertain terms! EXTREME and IMAX are made for each other and the South African fans want even more. Congratulations to the team [at EXTREME] for producing a product that breaks with the conventional – well done on your award at IMAX days. We hope the success of EXTREME will encourage more breakthrough IMAX films in the near future. We are extremely pleased to have been a part of the worldwide success of this film. p.s. - the movie is still a strong puller 6 months on!”

Leanne Jefferies, Capetown IMAX Theater

In its first year of distribution, EXTREME is enjoying tremendous success. This year it consistently ranked in VARIETY MAGAZINES weekly listings of the top 50 highest grossing films in the world. In addition to the outstanding performance in Capetown as described above, EXTREME has also attracted huge audiences in many other cities including; Barcelona, Spain (220,000 admissions), Montreal, Canada (185,000 admissions), Calgary, Alberta (110,000 admissions), Vancouver CN IMAX Theater (100,000 admissions), Sydney, Australia (195,000 admissions), Melbourne, Australia (115,000 admissions) and Vienna, Austria (100,000 admissions).

The Producers wish to thank all the exhibitors who have supported the Film with their commitment and marketing efforts and have contributed to making EXTREME a success in many different markets around the world. We look forward to many more successes this year.

EXTREME is NOW PLAYING in IMAX® and other GIANT SCREEN THEATERS around the world. For information about distribution, please contact **MICHAEL KOCHOREK (403-263-6038)**. For more information on the film check out the EXTREME web sites at: www.extreme70mmfilm.com and www.saabextreme.com.

EXTREME – 5909 – 3rd Street SE Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.