

PRESS RELEASE

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

EXTREME OPENS TO SUCCESS IN MEXICO!!!!

JANUARY 30, 2001

EXTREME- AHORA EN IMAX® Y OTROS CINES DE PANTALLA GIGANTE A TRAVES DEL MUNDO, SE PRESENTO EN MEXICO EL 4DE NOVIEMBRE DEL AÑO 2000 EN EL CINE CENTRO CULTURAL EN TIJUANA. EL FILME HA ATRAIDO A MAS DE 31,000 PERSONAS DESDE SU ESTRENO EN ESTE CINE, DONDE EL PROMEDIO DE EXPECTADORES ES 108 PERSONAS POR EXHIBICION. LOS PRODUCTORES Y DISTRIBUIDORES DE LA PELICULA FELICITAN AL PERSONAL DEL CINE CENTRO CULTURAL POR SUS ESFUERZOS Y ANTICIPAN MUCHAS MAS EXHIBICIONES EXITOSAS EN EL FUTURO.

EXTREME – NOW PLAYING AT IMAX® AND OTHER GIANT SCREEN THEATERS WORLDWIDE, OPENED IN MEXICO NOVEMBER 4, 2000 AT THE CENTRO CULTURAL THEATER IN TIJUANA. THE FILM HAS ALREADY ATTRACTED OVER 31,000 PEOPLE SINCE OPENING AT THIS THEATER WHERE IT IS ALSO AVERAGING APPROXIMATELY 108 PEOPLE PER SHOW. THE PRODUCERS AND DISTRIBUTORS OF THE FILM CONGRATULATE EVERYONE AT THE CENTRO CULTURAL THEATER FOR THEIR EFFORTS AND LOOK FORWARD TO MANY MORE SUCCESSFUL EXHIBITIONS IN THE FUTURE.

EXTREME has already received rave reviews from the public and press around the world. The **CHICAGO SUN TIMES** called it “Amazing, one of the best [IMAX] films ever...” **SPIN MAGAZINE** said “**EXTREME** is simply one of the most visually impressive pieces of film ever assembled.” The **SYDNEY MORNING HERALD** said “Extreme sports action is perfectly suited to the big IMAX screen...with exhilarating photography and hypnotic music, this [**EXTREME**] is one of the best IMAX films yet, awe-inspiring.

EXTREME combines incredible extreme sport action with narration from the athletes and an eclectic, contemporary soundtrack as it explores the paradox of human nature: facing fear from the edge of life. **EXTREME** shares an understanding of those who have made their passion a lifestyle and provides a unique glimpse into the relationship between nature and humanity – of an earth at its most surreal and athletes who continuously strive to feel her magnanimous, powerful forces. When presented on the GIANT SCREENS of the large format industry, **EXTREME** showcases the relationship of sport and nature like never before. Viewers see and experience the adventure as though they are actually there; skiing and snowboarding remote untouched mountain peaks; climbing vertical frozen waterfalls and magnificent red-rock spires; surfing some of the largest waves ever surfed and windsurfing gale force winds. **EXTREME** includes an assembly of some of the best athletes in the world including a number of current, past and future world champions.

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: { **HYPERLINK** <http://www.extreme70mmfilm.com> } and { **HYPERLINK** <http://www.saabextreme.com> }.

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