

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)

“OUR BEST EVER OPENING!”

NICK NICHLES - CINEMA PLUS; AUSTRALIA

April 25, 2000 - 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. EXTREME has already attracted huge audiences in many cities including; Barcelona, Spain (225,000 admissions), Montreal, Canada (185,000 admissions), Calgary, Alberta (110,000 admissions), Vancouver CN IMAX Theater (100,000 admissions), Portland, Oregon (67,000 admissions), Sydney, Australia (195,000 admissions), Melbourne, Australia (115,000 admissions), Capetown, South Africa (115,000 admissions) and Vienna, Austria (100,000 admissions). Here are just some of the quotes received to date from our theater partners from around the world:

“The best IMAX® film ever!” STAFFAN FORSELL - COSMONOVA; STOCKHOLM, SWEDEN

“EXTREME is a never ending success story. Top box office day after day and a new and happy audience. We are very grateful for this film.” TERJE KRISTIENSEN - PANASONIC IMAX® THEATER, OSLO, NORWAY

“Our strategy this year has been to ensure we provide audiences with the most impactful and exciting theater experience we can offer. EXTREME does this perfectly and sets our product offering apart from what the public can otherwise obtain on television or in a conventional 35mm theater. We originally contracted EXTREME for a 6 month lease based on our expectation of running 500 exhibitions of the film. We have now surpassed the 500 shows and have extended the film lease for an additional 4 months.”
MARK BRITTELL, OMNIMAX DIRECTOR, PORTLAND, OREGON

“Our best ever opening, including Everest. EXTREME reaches the hardest market to get to; the heavy cinema goes age 16-24 in a way no other IMAX® film has or is likely to in the near future.” NICK NICHLES - CINEMA PLUS; AUSTRALIA

“EXTREME is a natural to market, it reaches deep into multiple demographic targets. EXTREME rises all the way to the top receiving tremendous support from both conventional and progressive IMAX film viewers. Finally an IMAX adventure film with something for everyone!”
PHILLIPE RENOIR, FAMOUS PLAYERS IMAX, EDMONTON, ALBERTA

“EXTREME is the strongest performing film of all films released in 1999!” **DIETER BUCHWALD, FORUM DER TECHNIK IMAX MUNICH & DISCOVERY IMAX BERLIN**

“This film is just what we needed... we finally attract a new audience that would have been impossible to reach any other way. I just hope we can offer them a second film like this.” **BEREND RELJNHOUTD - SMH; ROTTERDAM & THE HAGUE**

“After 5 months in release in Vancouver the film continues to get stronger! EXTREME has delivered a whole new level of energy and excitement to the theater... it has received high praise from a broad range of people, including all of our local media, our traditional audience and the young, frequent movie-goers...” **ROB JENNINGS - CN IMAX® THEATER; VANCOUVER**

“EXTREME was our most successful film in 1999. It has been seen by more than 100,000 visitors so far and continues to be of strong interest. The film undoubtedly appeals to a great extent to a younger audience (a group that in the past was rather difficult for us to reach, so in this field EXTREME has really been a pioneer for us), however other groups of our regular visitors like the film as well including seniors and families with small children. We look forward to a continued strong performance as EXTREME is coming closer to our top 5 best films ever!” **ELFI NEIDL, COSMOS FILMTHEATER IMAX, VIENNA, AUSTRIA**

“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. This 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. We are extremely pleased to have been a part of the worldwide success of this film. p.s.- the film is still a strong puller 6 months on!” **LEANNE JEFFERIES, CAPETOWN IMAX THEATER**

“EXTREME has been the right choice for us. Demand for the film is one of the highest we have ever had. EXTREME has brought a segment of the public which is very new for us. With EXTREME new people are coming to the theater promising to come back to see other films. IMAX PORT VELL is very happy!” **ALMUTH ITZEN, PORT VELL IMAX THEATER, BARCELONA, SPAIN**

“EXTREME stands out as a crowd pleaser and the attendance at the Old Port IMAX proves it. The numbers are excellent and the audiences love the film.” **JULIE LA ROCHE, OLD PORT IMAX THEATER, MONTREAL, QUEBEC**

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

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