

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 PERFORMANCE IN PORTLAND!

February 28, 2000 – Oregon Museum of Science Extends EXTREME

“Now in its 7th month of exhibition at our theater, EXTREME is still very popular. It just won’t burn out!”

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 further sets our product offering apart from what the public can otherwise obtain on television or in conventional 35mm theaters. 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

**“THE MAKING OF EXTREME” TELEVISION SERIES RECEIVES
OVERWHELMING RESPONSE IN USA**

The 7 part “MAKING OF EXTREME” television series recently commenced national broadcast throughout the United States on ESPN and ESPN2. The airings immediately generated tremendous positive response and great public interest in the film. ESPN and ESPN2 will continue to play the programs throughout the first quarter of 2000. ESPN and ESPN 2 collectively reach 170 Million households in the USA. The series is also available for local broadcast as a supplement to other promotional activities undertaken by theaters exhibiting (or planning to exhibit) EXTREME.

EXTREME APPOINTS NEW MANAGER OF DISTRIBUTION

The Producers of EXTREME are pleased to announce that **MICHAEL KOCHOREK** has been appointed to the position of Manager of Distribution. Prior to joining EXTREME, Michael was Coordinator, Local Area Marketing with Shell where his responsibilities included management of strategic marketing programs and promotional initiatives. He also brings additional marketing and advertising knowledge from his experience as an Account Coordinator with Ogilvy & Mather Advertising. Michael is responsible for all distribution activities at EXTREME. He can be reached at

phone: (403) 263-6038; fax: (403) 263-6130; email: michael@extreme70mmfilm.com.

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.

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