

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 TOPS 100,000 ADMISSIONS AT PACIFIC SCIENCE CENTER IN SEATTLE!**

**November 6, 2000** – The Producers of **EXTREME** are very pleased to report that attendance for **EXTREME** at **PACIFIC SCIENCE CENTER** in **SEATTLE, WASHINGTON, USA** recently surpassed **100,000 admissions**.

After the first 4 months of exhibiting **EXTREME**, **Diane Carlson**, of the **PACIFIC SCIENCE CENTER'S BOEING IMAX THEATER** said;

**“Graded an A- in the Seattle Post Intelligencer, EXTREME has developed a loyal audience in the Seattle market. Resonating with the outdoor lifestyle of the region, each month's audience is larger than the prior month's. Four months after opening, word of mouth keeps audiences coming in!”**

Now, after almost 6 months of exhibiting the film, **Diane Carlson** further says:

**“We are very pleased with EXTREME in Seattle. It has performed, and continues to perform, even when faced with the challenge of being scheduled in our traditionally most difficult time slots - the late afternoons and evenings.”**

**EXTREME** is enjoying tremendous success. In its first year of distribution 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 Seattle as described above, the Film has also attracted huge audiences in many other cities including; Barcelona, Spain (**250,000 admissions**), Montreal, Canada (**176,000 admissions**), Calgary, Alberta (**120,000 admissions**), Vienna, Austria (**104,000 admissions**), Stockholm, Sweden (**101,000 admissions**), Vancouver CN IMAX Theater (**100,000 admissions**), Sydney, Australia (**195,000 admissions**), Melbourne, Australia (**115,000 admissions**), Capetown, South Africa (**125,000 admissions**), Brisbane, Australia (**75,000 admissions**), Houston Space Center (**75,000 admissions**), The Franklin Institute, Philadelphia, PA (**67,000 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: { **HYPERLINK** <http://www.extreme70mmfilm.com> } and { **HYPERLINK** <http://www.saabextreme.com> }.

