

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 SURPASSES 100,000 ADMISSIONS AT NATIONAL GEOGRAPHIC IMAX THEATRE

November 30, 2000 – The Producers of **EXTREME** are very pleased to report that attendance for **EXTREME** at **THE NATIONAL GEOGRAPHIC IMAX THEATER IN VICTORIA, BRITISH COLUMBIA** recently surpassed **100,000 admissions**. Congratulations to **Patricia Brandino, Corporate Director of Marketing – DCI Theaters**, **Marie Zirk, Theater Director**, and the entire team at the National Geographic IMAX Theater in Victoria on this performance.

EXTREME opened at the **NATIONAL GEOGRAPHIC IMAX THEATER** on June 2, 2000 to great media coverage and audience enthusiasm and continued to perform for the theater for over 5 months. The marketing team at the theater formed strategic relationships with key media partners to turn the opening weekend of the film into one of the top media stories in the city:

“EXTREME presented an opportunity for us to develop a whole new audience. We chose Radio and TV stations and our local Newspaper whose demographics fit the film. Our media partners know their audience and how to speak to them through dynamic promotions and creative advertising. From adventure sport enthusiasts to armchair spectators, this audience is different and they just keep coming”

(Patricia Brandino, Corporate Director of Marketing – DCI Theaters)

Now, after almost 6 months of exhibiting the film and plans to further extend the exhibition through the holiday season and into 2001, *Patricia Brandino said:*

“A slow start doesn’t mean change the film, it means stay committed and get more creative. We have experienced over 100,000 admissions in attendance to EXTREME because of promotions like “EXTREME THURSDAYS” featuring surf lessons and chances to win surfboards and wet suits; “EXTREME FREE RIDES” win a trip to Mt. Washington Ski Resort and VANCOUVER ISLAND BREWERY brew tasting events. EXTREME will be on our schedule for the Christmas Holidays again. The audience is worth waiting for!”

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 Victoria 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**), Seattle, Washington (**101,000 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> }.

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