

PRESS RELEASE

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

**EXTREME OPENS AT THE NATIONAL GEOGRAPHIC  
IMAX THEATER IN VICTORIA TO RAVE REVIEWS!**

*“As awesome as Tom Cruise’s opening rock climbing sequence in MI-2 was, it’s like the amateur hour compared to the stunning imagery that pervades EXTREME...!”*

*(Times Colonist)*

**June 5, 2000**

**EXTREME** opened this weekend at the **NATIONAL GEOGRAPHIC IMAX THEATER** in Victoria, British Columbia to overwhelming public interest and press acclaim. The team at the NATIONAL GEOGRAPHIC IMAX THEATER created enormous public and press interest in the film opening resulting in “STANDING ROOM ONLY” attendance at the opening events.

Pat Brandino, Executive Director of Programming for National Geographic Theaters, Marie ?, newly appointed Theater Director and their team used their strong media relations to tie the key local media from television, newspaper and radio into the film as local sponsors.

**(INSERT – QUOTE – PAT BRANDINO – topics, importance of media relations, media associations used, why, personal feedback about the opening, film, the different “media angles” offered by the film such as: adventure sport, entertainment, education and association with Outward Bound, personalities, etc.)**

Opening week media coverage obtained included key television stations (including on-site coverage at opening events, radio morning talk shows, and multiple newspaper articles (including coverage on 2 front pages).

**(END QUOTE – PAT OR MARIE – discussing importance of doing the upfront work to enhance the effect of the on-going marketing programs)**

**EXTREME** will run at the NATIONAL GEOGRAPHIC IMAX THEATER through the summer until September 21, 2000. **THE MAKING OF EXTREME TELEVISION SERIES** (which has already aired nationally in Canada on OUTDOOR LIFE NETWORK and throughout the USA on ESPN) will air on local broadcaster TV12 as a special presentation on consecutive weekends early in the films run in Victoria.

**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>** }.