

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 IS MOST SUCCESSFUL FILM OF THE YEAR IN VIENNA!

April 12, 2000 – Congratulations to everyone at the COSMOS FILMTHEATER in Vienna, Austria on recently surpassing 100,000 admissions for EXTREME at their IMAX theater!

“The Film has performed ‘extremely’ well at our theater. It has been seen by more than 100,000 visitors so far and continues to be of strong interest. Considering that we started the film in our traditionally weakest season (beginning of July) its performance has been even more astonishing. We are happy to say that one of our initial reservations was not met – although the Film undoubtedly appeals to a great extent to a younger audience, other groups of our regular visitors like the Film as well such as senior citizens and families with smaller children. And with regard to younger people (age group 15 – 25), this has always been a target group that in the past was rather difficult for us to reach. So in this field EXTREME has really been a pioneer for us.

EXTREME was our most successful film in 1999! It goes without saying that we are pleased to have booked the Film. We look forward to a continued strong performance as the Film is coming closer to our top 5 best films ever.”

Elfi Neidl, COSMOS FILMTHEATER IMAX

Just finishing its first year of distribution, EXTREME is enjoying tremendous success. This past year 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 Vienna as described above, EXTREME has also attracted huge audiences in many other cities including; Barcelona, Spain (220,000 admissions), Montreal, Canada (185,000 admissions), Calgary, Alberta (110,000 admissions), Vancouver CN IMAX Theater (100,000 admissions), Sydney, Australia (195,000 admissions), Melbourne, Australia (115,000 admissions) and Capetown, South Africa (115,000 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: www.extreme70mmfilm.com and www.saabextreme.com.

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