

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

DIRECTED BY JON LONG

FEATURING WORLD CHAMPION ATHLETES IN  
GIANT WAVE SURFING OAHU, HAWAII.  
WINDSURFING MAUI, HAWAII.  
SKIING & SNOWBOARDING ALASKA.  
ROCK CLIMBING UTAH.  
ICE CLIMBING BRITISH COLUMBIA.

PRODUCER NEILS DE JONG FRANKEN  
EXECUTIVE PRODUCER PETER BEYAK

It was the ultimate year for the historical making of EXTREME - filmed with IMAX® cameras. Skiing and snowboarding perilous untouched mountain peaks; climbing vertical frozen waterfalls and magnificent red-rock spires; surfing some of the largest waves ever surfed and windsurfing El Nino strength winds, EXTREME takes audiences to the action of outdoor adventure sports like never before.

EXTREME combines incredible extreme sport action with narration from the athletes and an eclectic, contemporary soundtrack as it explores the paradox of human nature: facing fear from the edge of life. EXTREME shares an understanding of those who have made their passion a lifestyle and provides a unique glimpse into the relationship between nature and humanity - of an earth at its most surreal and athletes who continuously strive to feel her magnanimous, powerful shapes. By capturing the calculated precision of sport in the most intimidating elements of nature on 15/70mm film (with a negative 10 times the size of traditional 35mm film, allowing images to be projected crystal clear onto 8-story-high screens) viewers will see and experience the action as though they are actually there.

EXTREME guarantees an assembly of the best athletes in the world, including a number of past and current world champions, as they challenge the most intimidating forces of nature during her most volatile year.



**EXTREME HAS RECEIVED RAVE REVIEWS FROM THE PRESS IN MANY CITIES IN WHICH IT HAS OPENED. HERE ARE JUST SOME OF THE EXAMPLES.**

**PRESS QUOTES**

"EXTREME is simply one of the most visually impressive pieces of film ever assembled." Louis Gerald, SPIN MAGAZINE

"Adrenaline fuelled. Action packed. Breathtaking!" MACLEANS, Canada's Weekly News Magazine

\*\*\*1/2 "Amazing. One of the best [IMAX films] ever." Kevin M. Williams, CHICAGO SUN-TIMES

"It's Wide World of Sports carried to the nth degree." Frank Scheck, HOLLYWOOD REPORTER

"A wealth of adventure. The most amazing surfing footage ever captured on film." Randy Matin, L.A. TIMES

"No film or format has better captured the feeling, power and attraction of radical sports. An excellent soundtrack and astounding footage." Steve Casimiro, SPORTS AFIELD MAGAZINE

"An awesome experience from start to finish." [EXTREME] is simply spectacular the best I've seen so far." Alan Tecchio, STEPPIN OUT NEW YORK

"Mesmerizing..." Lawrence Van Gelder, NEW YORK TIMES

"You are made to indeed feel a part of what's happening, as if you yourself were the one facing the thrills and perils in these action-packed sequences." BROOKLYN SPECTATOR

"EXTREME pushes the IMAX envelope...imagery of unprecedented daring and clarity." Marshall Fine, THE JOURNAL NEWS, NEW YORK

\*\*\*\* "The movie theater that mastered the meaning of the word mega offers its most exciting film yet in the adrenaline-addled EXTREME." Ike Crumpler, FT. LAUDERDALE EASTSIDER

"As far as IMAX movies go, this is one of the best out there" Stu Dawrs, HONOLULU WEEKLY

"Forget Star Wars" Sal Ruibai, USA TODAY

\*\*\*\* "EXTREME is one of the most spectacular IMAX films in a long while." Marc Horton, EDMONTON JOURNAL

\*\*\*\* EXTREME "ranks with the best IMAX films of all time in fact, it might be the best." Steve Tilley, EDMONTON SUN

"EXTREME is not only the best IMAX film I've seen, it's also the first to truly justify the five-stories-high format." Adrian Lackey, SEE MAGAZINE

"The images simply take your breath away." Bruce Kirkland, TORONTO SUN

\*\*\*\*\* "Extreme sports action is perfectly suited to the big IMAX screen ... With exhilarating photography and hypnotic music, this is one of the best IMAX films yet. Awe-inspiring." SYDNEY MORNING HERALD

\*\*\*\* "Suddenly it's worth making a big deal over the biggest screen format again." MELBOURNE HERALD

\*\*\*\*\* "Non-stop adventure keeps you gasping for breath." Greg Waskul, CALGARY SUN

\*\*\*\* "Extreme sports and IMAX imagery were made for one another. As close to the action as possible." Marke Andrews, VANCOUVER SUN

"An astonishingly beautiful film...optimizes all the visual potential of the IMAX format...poetic narration and a soundtrack you'll actually want to buy." Kristine Finstad, CALGARY STRAIGHT

"As the all time biggest money making IMAX film Everest winds down, the audience will be warmed up and ready for more. And more is what they'll get." Mike Randolph, CANADA'S NATIONAL POST

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

**Box Office Highlights**

**EXTREME IS ON TRACK TO HAVE ONE OF THE MOST SUCCESSFUL FIRST YEAR LAUNCHES FOR A LARGE FORMAT MOVIE EVER. THE FOLLOWING ARE A FEW OF THE SUCCESS STORIES:**

- Australians love Extreme and Cinema Plus knows how to implement a marketing campaign, combining all the elements of advertising, promotions and public relations. In Sydney, after 97 days in release, Extreme was seen by 120,455 people; a daily average of 1,241 and a per show average of 261..throughout the entire period! Often moving into the top ten weekly position of all films playing in Australia, Extreme averaged \$93,756 per screen for 4 screens during the week of April 1-7, one month into its exhibition lease. In total, almost 200,000 people have seen Extreme in Sydney and it still continues to attract audiences.
- In Melbourne, 87,817 people attended Extreme over the first 97 days of its exhibition. This resulted in a daily average of 905 people and a per show average over the 97 days of 241 people! The total box office for 3 theaters in Australia (Sydney, Melbourne and Brisbane) over 97 days was \$1,936,000US. In total, over 115,000 saw Extreme in Melbourne.
- After almost one year, Extreme grossed over \$3,000,000 in Australia alone.
- After five months, almost 110,000 people saw Extreme in Capetown, South Africa, and it still continues to attract large audiences.
- Over 100,000 people saw Extreme in Vancouver, Canada.
- Over 65,000 people have seen Extreme in Quebec City, Canada and it still continues to play.
- In Calgary, Canada, after 95 days of its exhibition, Extreme averaged 653 people/day and 136 people per show throughout the period. In the Last two weeks of that three month period, Extreme averaged 664 people/day and 152 people per show, proving that Extremes audience actually continued to increase well into its exhibition period. Extreme actually outperformed Everest for the same time period in Calgary. After nine months of being released in Calgary, a city of about 850,000, Extreme sold its 100,000th ticket!
- Montreal is another Extreme success story. After only 79 days into its lease, Extreme attracted a total of 99,125 people, at an average of 1,254 people per day and 207 people/show throughout this period. In its last week of this 79 day period, Extreme attracted 1,225 people/day and 204 people/show, again displaying Extremes awesome staying power. In total, Extreme attracted over 185,000 people in Montreal.
- Over 215,000 people have seen Extreme in Barcelona, Spain and it is still going stong!
- Over 95,000 people have seen Extreme in Stockholm, Sweden and it continues to play.

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

## "Our best opening ever ..."

*This is what theater directors who are now playing EXTREME are saying...*

"EXTREME is a natural to market, it reaches deep into multiple demographic targets. Extreme rises all the way to the top...receiving tremendous support from both conventional and progressive IMAX film viewers. Finally an IMAX adventure film with something for everyone!" PHILLIPE RENOIR, FAMOUS PLAYERS IMAX SILVERCITY, EDMONTON, CANADA

"EXTREME is a never ending success story. Top box office day after day and a new and happy audience. We are very grateful for this film." TERJE KRISTIANSEN, PANASONIC IMAX® THEATER, OSLO, NORWAY

"The best IMAX® film yet!" STAFFAN FORSELL, COSMONOVA, STOCKHOLM, SWEDEN

"After 5 months in release in Vancouver the Film continues to get stronger. We are looking forward to extending the run and INCREASING the show schedule. EXTREME has delivered a whole new level of energy and excitement to the theater... it has received high praise from a broad range of people, including all of our local media, our traditional audience and the young, frequent movie-goers..."  
ROB JENNINGS, CN IMAX® THEATER, VANCOUVER

"EXTREME is the strongest performing film of all films released in 1999"  
DIETER BUCHWALD, FORUM DER TECHNIK IMAX THEATER MUNICH & DISCOVERY IMAX BERLIN

"Our best ever opening, including Everest. EXTREME reaches the hardest market to get to; the heavy cinema goers age 16-24 in a way no other IMAX® film has or is likely to in the near future." NICK NICHLES, CINEMA PLUS, AUSTRALIA

"This film is just what we needed... we finally attract a new audience that would have been impossible to reach any other way. I just hope we can offer them a second film like this."  
BEREND REIJNHOUDT, SMH, ROTTERDAM & THE HAGUE

"EXTREME is very successful in Barcelona. After 4 months it continues to perform and we are increasing our show schedule. EXTREME is definitely the strongest film of 1999." ALMUTH ITZEN, IMAX PORT VELL BARCELONA

"EXTREME stands out as a crowd pleaser and the attendance at the Old Port IMAX Theatre proves it: the numbers are excellent and the audiences love the film. We are looking forward to a HOT summer!" JULIE LA ROCHE, OLD PORT IMAX, MONTREAL

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

Jon Long - Director

Over the past ten years Jon has produced and directed 16 feature films, 45 television programs and numerous commercials. Most of his work has been in the outdoor adventure, nature and travel genres

Jon's television programs have aired worldwide on networks such as ESPN (USA), NBC SuperChannel (Europe) and TSN (Canada). The Making of Extreme, will be airing in 2000 internationally on ESPN International and it's affiliates in 170 countries to over 220 million households. His commercial clients and film sponsors include SAAB Cars USA, Molson, Coors Light, Chrysler Neon, Club Med, Quiksilver Clothing, The North Face, Patagonia, Rossignol Skis and Burton Snowboards.

Jon's most recent project, EXTREME, was filmed with IMAX cameras and is currently playing worldwide in IMAX and other giant screen theaters.

By taking outdoor adventure sports cinematography to IMAX, it would provide the ideal showcase for extreme sports, the athletes, and their relationship with the most intimidating forces of nature. As importantly, such a project would be the ultimate challenge in filmmaking. "I've always been interested in the process, not just capturing the most extreme athletes and their talents. I want viewers to understand the lifestyles and the spirit extreme athletes share for the forces of nature. There is a relationship, I want people to see and understand this. The reason EXTREME worked was that our whole crew was familiar with working in these types of environments. We have the experience." Long had the vision.

Jon Long can be reached at [jwl@telusplanet.net](mailto:jwl@telusplanet.net)

Peter Beyak - Executive Producer

Prior to starting EXTREME with Jon Long, Peter had been a practicing lawyer for 5 years. He holds a business degree from the University of Calgary, an MBA degree in finance from Arizona State University, and a law degree from the University of Alberta. He was born and raised in Calgary, Alberta, where he presently resides.

Neils de Jong Franken - Producer

Prior to joining EXTREME, Neils de Jong Franken was employed as Manager of International Film Distribution for IMAX Corporation. His Responsibilities at IMAX Corporation included negotiating film licenses throughout Europe, Canada, Mexico and the Eastern US. In addition to his expertise in the areas of distribution and finance of large format films, de Jong Franken has extensive knowledge and experience in all aspects of the large format/giant screen industry. His contributions from a marketing, business and distribution angle provided the necessary balance for the EXTREME team. Overall, says de Jong Franken, the success of EXTREME comes from "the strength of the creative vision and direction of the film, which is perfect for the IMAX medium."

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

## SURFING

When El Nino hit the North Shore of Hawaii with the largest ocean swell of the century, the EXTREME production crew was there with IMAX® cameras and some of world's most accomplished big-wave surfers in the world. On the same day that the Eddie Aikau Big Wave Surfing Challenge was cancelled because conditions were too extreme, a handful of surfers ventured into the unknown, as they itowed-ini to what some are calling the biggest waves ever surfed.

### Ross Clarke-Jones - Professional Big-Wave Surfer - Hawaii and Brazil

Ross Clarke-Jones first broke into the big-wave surfing scene in 1996 charging 20-25-foot waves in Waimea Bay during one of the main professional events. He has become a regular in the lineup at Waimea and the outer reefs of Hawaii. He placed 7th in the first Quiksilver in Memory of Eddie Aikau Contest-an annual event that invites only the top 33 big-waveriders in the world. Ross' credentials are growing rapidly, and include a 3rd at the Pipe Masters in 1998. He claims his best wave to date took place during the filming of EXTREME when he was towed into a 40-foot swell outside of Log Cabins on Big Wednesday, January 28, 1998.

### Ken Bradshaw - Professional Big-Wave Surfer - Hawaii

Ken Bradshaw was born in Houston, Texas in 1952 and later left a promising football career to pursue his dream of surfing big waves. He first moved to Encinitas, California, but settled 3 years later on Oahu's North Shore where he could surf year round. Since then, Ken has ridden waves that most would not even consider paddling into. For the past 25 years his passion, desire and a fearless attitude, have allowed him to become one of the greatest big-wave surfers of all time. On January 28th 1998, his dream became reality, surfing undoubtedly the largest wave ever ridden. This historic moment was captured with IMAX cameras, during the filming of EXTREME.

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

## SNOWBOARDING

During the filming of Extreme, Director Jon Long and his production crew waited out a twenty day storm front which dropped some ten feet of new snow into the mountains surrounding Juneau, Alaska. When the storm broke, helicopters were launched and four of the world's best snowboarders; Craig Kelly, Terje Haakonsen, Victoria Jealouse and Brandon Ruff, were transported to the tops of some of the steepest, most magnificent peaks in the region. Narrow steep couloirs with jagged rock bands; faces so steep the snow barely settles; terrain so extreme it is rarely considered accessible even by athletes of this calibre is where all the snowboarding action of EXTREME took place.

Craig Kelly - World Champion Snowboarder - Glacier, Washington, and Island Lake Lodge, Fernie, British Columbia

In the sport of snowboarding, no one has gone further than Craig Kelly. A pioneer of freestyle and backcountry riding, Kelly has been pushing the limits of snowboarding from the beginning. His rise to fame started with 4 World Championship titles, as well as 7 separate titles in freestyle, moguls and slalom. He has also been the 3-time National Champion for freestyle, super G and slalom and was the first champion of the OP Wintersurf Competition - a contest that combines surfing and snowboarding.

Terje Haakonsen - World Halfpipe Champion - Norway

Terje Haakonsen is widely regarded as the best snowboarder the sport has ever seen. His style and natural athletic ability have earned him this unofficial title. Haakonsen has won both the ISF World Halfpipe Championship title and the North American ISF World Boardercross Championship, and has been featured in every major snowboard magazine around the world for the past 8 years. His speed, agility, and ability to handle variable conditions have earned him his spot in snowboarding history.

Victoria Jealouse - Extreme Snowboarder - Kamloops, British Columbia

Victoria Jealouse is arguably the best-known female backcountry snowboarder in the world. Her extreme lines and first descents, have set new standards for extreme riding among both men and women. With a background in ski racing and later, snowboard racing, Jealouse has the power and to pull-off what most people would consider unridable. Her attitude for pushing herself to new limits and extending the boundaries of backcountry snowboarding, is what makes Jealouse enjoyable to watch. Because of her feats of bravery and athleticism, Jealouse has been featured in all the major snowboarding publications many times over. Last season, Jealouse went back to competing in a select number of alpine snowboard races and did well enough to prove that her backcountry experience has only helped her gain strength overall. In Extreme, Jealouse's aggressive, flowing style is surpassed only by nature itself on the breathtaking mountain peaks she rides.

Brandon Ruff - Professional Snowboarder - Salt Lake City, Utah

Best known for attempting steep lines and first descents on uncharted terrain, Brandon Ruff has gained a reputation in the snowboarding industry as one of the most fearless and athletic riders to date. At 22 years of age, he's far from being done. Brandon has been featured in several top snowboarding videos in the past three years and continues to push the level of the sport higher.

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

## ICE CLIMBING

Outside Radium, British Columbia, Canada, the film crew of EXTREME and their IMAX cameras were totally exposed to the elements as they captured the world renowned ice climbing duo of Barry Blanchard and Catherine Mulvihill climbing one of the most spectacular icefalls in the world - the Delphine Glacier. EXTREME will take audiences right to the frozen wall of the glacier, into the challenge of nature in it's coldest form, with adventurers who scale ice for passion and sport.

Catherine Mulvihill - Professional Ice Climber - Canmore, Alberta

Catherine Mulvihill's beginnings make her an unlikely candidate for the world-travelled professional ice climber that she has become. Born and raised in rural North Carolina, she hadn't even camped until college, say nothing about climbing in the Himalayas. Yet, that's what she found herself doing after college. While on location in Tibet as the base camp manager during the filming of a documentary on Mt. Everest, Catherine met alpinist Barry Blanchard. From there, she migrated back to Canada with him and has been ice climbing ever since. Her credits include several difficult routes in the Canadian Rockies - among them several multi-pitched waterfalls.

Barry Blanchard - World-renowned Ice Climber and Alpine Mountaineer - Canmore, Alberta

Barry Blanchard, an internationally certified mountain guide (UIAGM), is known for his extreme alpinism. From Everest to Peru, he has been around the world seeking new and more difficult alpine routes - mastering what many in the world of ice and alpine climbing consider the most difficult in the world.

Barry has tackled peaks in Asia 8 times, including trips to Everest, K-2 and the Rupal Face of Nanga Parbat. He's guided for more than 20 years in the Andes, Alps, and northern ranges of North America. Most recently, he's added three first ascents in the Mt. Alverstone area of the St. Elias to his list of climbs.

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

## ROCK CLIMBING

In **EXTREME**, the world will witness the best of rock climbing in southern Utah with two of the world's best; Lynn Hill and Nancy Feagin. Hill agrees that capturing rock climbing with IMAX cameras will be the first opportunity for viewers around the world to see this sport virtually from the angles of expert climbers.

Lynn Hill - International Rock Climbing Legend - Oregon and France

World-renowned rock climber, Lynn Hill, has accomplished so many incredible feats, she has become a living legend. She has won more than 30 international competitions, including 5 championships at the Arco Rock Master - the Wimbledon of competitive climbing.

Lynn has climbed some of the hardest outdoor routes in the world, including a 5.14a in France called the Masse Critique. It was the first 5.14a ever completed by a woman. She accomplished the first free ascent of The Nose of El Capitan. She was also the first to make a one-day free ascent of this face, which she accomplished in 23 hours. This will long stand among the world's greatest rock-climbing achievements. Other credits include the first free ascent of the 4,000-foot face of Peak 4810 and the 4,240-foot Perestroika Crack. She continues to chart new terrain and receive international attention for her accomplishments.

Nancy Feagin - International Climber - Salt Lake City, Utah

Her passion to climb the biggest, most sheer rock faces in the world, make Nancy Feagin an inspiration for all climbers. On her lifelong quest to tackle the big walls of the world, she's managed to set some rock climbing standards in several disciplines, including speed-climbing. She was part of the first all-female, one day ascents of The Nose and Salathe Wall on El Capitan, and has soloed three big walls in Zion in southern Utah. She accomplished the 2,000-foot Lotus Tower in Canada's Northwest Territories in a remarkable time of only 10 hours. After graduating from Duke University with degrees in engineering and computer science, Nancy took up competitive climbing, consistently placing in the top 10. She has also won the Canadian Nationals and placed third in a World Cup speed-climbing event.

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

## SKIING

El Nino strength storms pummeled the mountains surrounding Juneau, Alaska with snow, setting up prime conditions for Extreme Ski Champion, Gordy Peifer, to make a first descent of a peak called the Temptress. As he stood alone at the top, after making a reconnaissance flight in a helicopter just minutes earlier, he recalled the cold deep powder and the cliffband on his right halfway down - just where the face of the slope turns away, so steep it is convex. At that moment, he was skiing blind - using technique based on instinct rather than eyesight. He lives for moments such as these, on 50 degree slopes, in front of a camera. Along with Peifer, were World Extreme Skiing Champions Francine Moreillon and Brant Moles.

**Francine Moreillon - Extreme Ski Champion - Geneva, Switzerland**

The title of 1998 World Extreme Skiing Champion is one that Francine Moreillon wears with pride. It means having conquered some of the steepest lines in the world, and consistently placing in the top 5 in several extreme competitions in a row. When Moreillon won the final World Extreme Skiing competition in Valdez, Alaska, last spring, it was the culmination of years of preparation. Moreillon had also won the European title of Extreme Skiing Champion just months prior and has since risen among the prestigious echelon of European women to watch in the sport. Ask her what she likes to do most and she'll say anything that takes place in the mountains. When not competing, she enjoys spending time with friends and traveling. Moreillon once spent 5 months backpacking through Asia where she said; 'i've learned more about humanity and myself than all I've been taught in school.'

**Gordy Peifer - Extreme Ski Champion - Salt Lake City, Utah**

When Gordy Peifer won the 1998 Canadian Extreme Championship, he was one step closer to accomplishing his goal: to someday win the overall World Extreme Championship. Last year, he would have to settle for 3rd in the overall World Cup Extreme Freeskiing rankings. In the same year, Peifer placed 6th in the Red Bull Snow Thrill in Chamonix, and 10th in the 1998 World Extremes in Valdez. Known for precision and speed, which he acquired from a ski racing background, Peifer has taken these techniques to the big mountains and accomplished numerous first descents. Peifer has been on the covers of both Skiing and Powder Magazines.

**Brant Moles - Extreme Ski Champion - Park City, Utah**

In the world of extreme skiing, Moles has many titles to his credit including the Jackson Hole Extreme Contest - arguably one of the toughest competitions of its kind and the 1997 World Extreme Ski Championship. Last season, he was featured in Freeze Magazine, Boards in Motion Magazine and several other high-action photo ski publications.

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

## WINDSURFING

The North Shore of Maui is known for big winds and high surf but, when the filming of EXTREME took place, it also had something more - the two biggest legends of the sport, Robby Naish and Bjorn Dunkerbeck (along with Josh Stone and Jason Polakow). These pre-eminent windsurfers took to the ocean in some of the highest winds Maui has seen in recent years. The result of capturing these athletes in these conditions in EXTREME presents the sport in a manner never before seen and as close to the swells as possible.

**Bjorn Dunkerbeck - World Champion Windsurfer - Gran Canaria**

11-time Overall World Windsurf Champion, Bjorn Dunkerbeck wins almost everything he enters, from speed sailing to wave-riding. Known for training hard, Bjorn has been a champion of the sport for over a decade. He's stood on the top podium 131 times in his life so far and is regarded around the world as one of the greatest windsurfers the sport has ever and may ever know.

In EXTREME, Bjorn sails with fellow legend Robby Naish - one of the few times outside of competition these 2 legends have shared the same wind and waves.

**Josh Stone - Professional Big-Wave Windsurfer - Maui, Hawaii**

Josh Stone admits he prefers big swells, little sails, high speeds, and lots of loops. Considered by many as an ambassador of the sport with his yellow boards and amicable personality, he has done much for the new trend in windsurfing called ifree-riding.î Says Josh ìIt's the future of windsurfing. It attracts and motivates young people to have fun and that's what windsurfing is all about.î

In 1997, Josh's performance lived up to his potential when he pulled world-class moves that launched him to 3rd overall. Josh remembers his best performance at the PWA in Fiji where he scored the maximum points ever awarded for a single wave ride in the entire history of the PWA. Since then, he's won the Production Board Wave European and World Championships, and placed 2nd during the wave-riding competition in Sylt, Germany.

**Robby Naish - World Champion Windsurfer - Kailua, Oahu**

Starting from the time Robby Naish could reach the boom of a windsurfer, he's continued to sail bigger and bigger waves. He has become a pioneer in the world of professional big-wave sailing, having mastered monster surf including Jaws and Hookipa on Maui.

Robby has more Championship titles in the sport of windsurfing than anyone in history. Beginning in 1976 at the age of 13, he won his first World Championship, and became the youngest World Champion in the history of windsurfing. Over the next 12 years, he continued to compete worldwide, dominating in every country he visited. Unquestionably, he has become the true legend of the sport of windsurfing.

**Jason Polakow - World Champion Waverider - Torquay, Australia and Maui, Hawaii**

Jason Polakow, is among the new echelon of windsurfers. From riding motocross to flying a helicopter, Jason admits he looks for the extreme aspects of life. His incredibly powerful and harmonious style make him one of the best big wave riders in the world.

PRESS RELEASE

**EXTREME**

PRESENTED WORLDWIDE

BY  
**SAAB**

NOW PLAYING AT **IMAX**® AND OTHER GIANT SCREEN THEATRES

## **EXTREME SIGNS USA TV DEAL FOR EARLY 2000!**

### **ESPN AND ESPN2 TO BROADCAST "THE MAKING OF EXTREME"** **7 PART TV SERIES COMMENCING JAN/FEB. 2000.**

**DECEMBER 10, 1999** - The Producers of EXTREME are pleased to announce the signing of a licensing agreement for THE MAKING OF EXTREME to be presented nationally throughout the USA on ESPN and ESPN2. "We believe this represents one of the most powerful marketing initiatives ever put in place for a large format film", explained Neils de Jong Franken, Extreme's Producer.

THE MAKING OF EXTREME will play as part of ESPN's "After School" block commencing Feb. 9/2000 and continuing through March 2/2000. It will also play on ESPN2 Saturday mornings starting Feb. 12/2000 and continuing through March 25/2000. In addition to the Saturday morning run, ESPN2 will also likely broadcast the series in West Coast prime time in early March 2000. Each episode of the MAKING OF EXTREME will play nationally throughout the USA at least 3 times during Jan - March 2000. ESPN and ESPN 2 collectively reach 170 Million households in the USA. The Producers have retained commercial spots on each episode which will be used to inform audiences that EXTREME is presently playing at, or coming soon to, IMAX® and other GIANT SCREEN theaters in their respective market.

THE MAKING OF EXTREME is also being broadcast nationwide in Canada on Outdoor Life Network and CTV Sportsnet who collectively will air the episodes a total of 56 times. In Canada, CTV SPORTSNET reaches over 8 million households and OUTDOOR LIFE NETWORK reaches over 3.3 million households.

**THE MAKING OF EXTREME IS ALSO AVAILABLE FOR LOCAL MARKETS!**  
**The Producers of EXTREME are also marketing THE MAKING OF EXTREME to local broadcasters in cities where the film will be playing. In local markets, the Producers reserve 30 sec. commercials to communicate that EXTREME is; "NOW PLAYING AT YOUR LOCAL IMAX THEATER" or "COMING SOON TO YOUR LOCAL IMAX THEATER!"**

THE MAKING OF EXTREME is a seven part television series which takes audiences behind the scenes and on location with the filmmakers and athletes involved in making EXTREME one of the most widely acclaimed large format films to date. Many credible press have already called EXTREME "the best IMAX® film yet".

**EXTREME is NOW PLAYING in IMAX® and other GIANT SCREEN THEATERS around the world. For information about distribution, please contact NEILS de JONG FRANKEN (403-263-6038). For more information on the film check out the EXTREME web sites at: [www.extreme70mmfilm.com](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).**

EXTREME - 5909 3<sup>rd</sup> Street SE, Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.

PRESS RELEASE

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

## **EXTREME TOPS 100,000 ADMISSIONS AT CALGARY IMAX THEATER!**

**NOVEMBER 23, 1999** – *The Calgary Herald* reported that attendance for EXTREME at the Calgary IMAX Theater recently surpassed 100,000 admissions (see article).

In only its first 7 months of distribution, EXTREME is already enjoying tremendous success. While playing on just 35 screens in its initial distribution run, EXTREME consistently ranked in VARIETY MAGAZINES weekly listing of the top 50 highest grossing films in the world. In addition to the outstanding performance in Calgary, EXTREME has also attracted huge audiences in many other cities including; Montreal, Canada (176,000 admissions), Barcelona, Spain (183,000 admissions), Vancouver CN IMAX Theater (95,000 admissions), Sydney, Australia (175,000 admissions) and Melbourne, Australia (109,147 admissions).

**EXTREME** is NOW PLAYING in IMAX® and other GIANT SCREEN THEATERS around the world. For information about distribution, please contact **NEILS de JONG FRANKEN (403-263-6038)**. For more information on the film check out the EXTREME web sites at: [www.extreme70mmfilm.com](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).

EXTREME – 5909 – 3<sup>rd</sup> Street SE Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.

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](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).

EXTREME - 5909 3<sup>rd</sup> Street SE, Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.

---

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 200,000 ADMISSIONS AT PORT VELL IMAX THEATER IN BARCELONA, SPAIN!**

**March 29, 2000** – The Producers of EXTREME are very pleased to report that attendance for EXTREME at the PORT VELL IMAX THEATER in Barcelona, Spain recently surpassed 200,000 admissions.

*Almuth Itzen*, of the PORT VELL THEATER said;

“EXTREME has been the right choice for us. The demand for the Film is one of the highest we have ever had. EXTREME has brought a segment of the public which is very new for us. With EXTREME new people are coming to the theater promising to come back to see other films. IMAX PORT VELL is very happy.”

In its first year of distribution, EXTREME is enjoying tremendous success. This 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 Barcelona as described above, the Film has also attracted huge audiences in many other cities including; Montreal, Canada (176,000 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 (110,000 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](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).

EXTREME – 5909 – 3<sup>rd</sup> Street SE Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.

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](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).

EXTREME – 5909 – 3<sup>rd</sup> Street SE Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.

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 BREAKS 115,000 ADMISSIONS AT CAPETOWN IMAX THEATER IN FIRST 6 MONTHS!**

**April 11, 2000** – Congratulations to everyone at the Nedbank Pavilion IMAX theater in Capetown, South Africa on surpassing 115,000 admissions in the first 6 months of their exhibition license of Extreme!

“We loved the idea of EXTREME from the word go so we really got behind this film. Our marketing and advertising campaign utilized media that talked to the target market in their language and it has really paid off. The unconventional campaign for this unconventional IMAX film has brought in a younger, “more vibey” visitor – and they just keep on coming. A film of this nature was long overdue and the market has responded in no uncertain terms! EXTREME and IMAX are made for each other and the South African fans want even more. Congratulations to the team [at EXTREME] for producing a product that breaks with the conventional – well done on your award at IMAX days. We hope the success of EXTREME will encourage more breakthrough IMAX films in the near future. We are extremely pleased to have been a part of the worldwide success of this film. p.s. - the movie is still a strong puller 6 months on!”

*Leanne Jefferies, Capetown IMAX Theater*

In its first year of distribution, EXTREME is enjoying tremendous success. This 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 Capetown 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 Vienna, Austria (100,000 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](http://www.extreme70mmfilm.com) and [www.saabextreme.com](http://www.saabextreme.com).

EXTREME – 5909 – 3<sup>rd</sup> Street SE Calgary Alberta T2H 1K3; phone (403) 263-6036; fax (403) 263-6130.