

FOR IMMEDIATE RELEASE

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**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND
IMAX – TO PREMIERE “BULLPROOF,” THE WORLD’S FIRST 3D
SPORTUMENTARY SERIES THURSDAY, MAY 5**

-- May Miniseries Highlights the Danger and Drama of Professional Bullfighting --

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX will debut BULLPROOF, the first-of-it’s-kind native 3D “sportumentary” program Thursday, May 5 (9PM ET/PT). Featuring some of the world’s most extreme man-versus-beast encounters, this one-hour weekly series documents the danger and drama of a group of professional bullfighters as they risk their lives to save the cowboys of the Championship Bull Riding (CBR) circuit. BULLPROOF is produced by Wild Eyes Productions and Digital Revolution Studios. Tim Pastore will serve as Executive Producer on behalf of 3net.

“We are excited to bring this groundbreaking sports documentary miniseries to our audience,” said Tom Cosgrove, President and CEO of 3net. “BULLPROOF further demonstrates our commitment to bring viewers the most distinctive and compelling, native 3D original content possible.”

The series features professional bullfighters Matt Baldwin, Cody Sosebee, Brandon Loden and Ray Clary as they embark on a new season of the CBR circuit. Each episode highlights the daily risk the riders face and the unimaginable toll their bodies take during the season. The series culminates with the tour finale, as severely injured riders attempt comebacks and the cast battles it out for the ultimate glory that comes with the title “Bullfighter of the Year.”

BULLPROOF Premiere Schedule (9PM ET/6PM PT):

May 5 – “American Bullfighters”

May 12 – “Dances With Bulls”

May 19 – “Runaway Bull”

May 26 – “Bullfighter of the Year”

About 3net:

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing experience possible. The channel will feature the most extensive library of 3D content in the world by the end of 2011, featuring genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more. 3net is currently available on DIRECTV channel 107. For more information, please visit www.3net.com.