

FOR IMMEDIATE RELEASE

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**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY
AND IMAX - TO DEBUT "3NET 3DAY WEEKENDS" IN MARCH**

*-- Network to Feature Unprecedented Rollout of World Premieres and Native 3D
Original Productions Fridays, Saturdays and Sundays Throughout the Month --*

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX will start weekends a day early beginning Friday, March 4 with “3net 3Day Weekends” – a month-long programming event featuring world premiere originals, series debuts and exclusive programs.

“As we kick-off 3net’s first full month on-air, our goal is to give viewers a sampling of the kind of compelling programming we’ve committed to bring to the emerging 3D television marketplace,” said Tom Cosgrove, President and CEO of 3net. “Our March programming slate offers an event-based schedule featuring extended weekends of all-new original 3D content, with the goal of offering consumers an immersive in-home 3D experience available nowhere else on television.”

Since the network’s launch on February 13 (DIRECTV channel 107), 3net has debuted an unprecedented number of original native 3D series, and the 24/7 3D channel will continue to bring viewers an extensive array of all-new offerings every Friday, Saturday and Sunday (9:00 PM ET/6:00 PM PT), including the following series and programs announced today:

AMERICA’S NATIONAL PARKS (3net Original Series)

This series spans the country exploring the wonders and breathtaking imagery of America’s coveted national treasures, from the wonders of Yellowstone and the sandstone arches of Utah, to the world’s most active volcanoes in Hawaii. Produced by NHNZ.

GRAND CANYON ADVENTURE: RIVER AT RISK (World 3D TV Premiere)

Follow the great Colorado River as it reveals the most pressing environmental story of our time - the world's growing shortage of fresh water. Join environmental advocates Robert F. Kennedy, Jr. and Wade Davis as they set out with their daughters, traveling deep into the Grand Canyon and down the river that runs through it. With stunning photography and sweeping aerial shots, the renowned filmmakers capture all the majesty of the Colorado and The Grand Canyon. Narrated by Academy Award-winning filmmaker Robert Redford.

NASCAR 3D: THE IMAX EXPERIENCE (3net Premiere)

Narrated by Kiefer Sutherland, NASCAR 3D: THE IMAX EXPERIENCE provides an insider's perspective on America's number one spectator sport. Through the magic of IMAX 3D technology, audiences are transported into the driver's seat as they experience the heart-pumping action on the track, in the pit and behind the scenes.

The “3net 3Day Weekends” Premiere Schedule (9PM ET/6PM PT):

March 4 – NASCAR 3D: THE IMAX EXPERIENCE

March 5 – OCEANA AIR SHOW – 3net original

March 6 – GRAND CANYON ADVENTURE: RIVER AT RISK

March 11 – HIGH OCTANE: Wakeboarding vs. BMX – 3net original

March 12 - CHINA REVEALED: Jiuzhaigou – 3net original

March 13 – AMERICA’S NATIONAL PARKS: Yellowstone – 3net original

March 18 – HIGH OCTANE: Mega-Ramp vs. Parkour – 3net original

March 19 – FORGOTTEN PLANET: Kolmapskop, Namibia & Bodie, California – 3net original

March 20 – AFRICAN WILD: Elephants of Mashatu – 3net original

March 25 – HIGH OCTANE: Whitewater vs. Parkour – 3net original

March 26 – AMERICA’S NATIONAL PARKS: Yosemite – 3net original

March 27 – EXPERIENCE 3D: Hot Air Balloons – 3net original

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 only fully programmed, 24/7 3D network to U.S television audiences. 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. For more information, please visit www.3net.com.