

FOR IMMEDIATE RELEASE:

October 13, 2010

**3D JOINT VENTURE OF SONY, DISCOVERY COMMUNICATIONS AND
IMAX ADDS TIM PASTORE AND ROD RIEGEL TO SENIOR
MANAGEMENT TEAM**

*-- Pastore to Lead Development and Production and Riegel to Lead Marketing and
Communications for Forthcoming 24/7 3D Television Network --*

(Los Angeles, Calif.) – Tim Pastore and Rod Riegel have joined the 3D joint venture of Sony Corporation, Discovery Communications and IMAX Corporation to launch one of the first 24/7, fully programmed 3D television networks. Pastore has been named Vice President of Development and Production, and Riegel joins as Vice President of Marketing and Communications. The announcement was made by joint venture President and CEO Tom Cosgrove.

“Tim and Rod are strong leaders with extensive backgrounds in developing high-quality content and launching successful cable networks,” said Cosgrove. “Along with the other members of our management team, they will be instrumental in establishing the Sony-Discovery-IMAX 3D network as the leader in 3D television. It will provide consumers with the largest and most extensive library of original and exclusive 3D content available anywhere.”

Pastore will be responsible for the commissioning, production and development of original content for the network, as well as serving as a key contributor to the network’s strategic planning, direction and operation. Since 2008, he served as Director of Production and Development at Discovery Channel, where he executive-produced numerous successful series including DIRTY JOBS, AMERICAN LOGGERS, SWAMP LOGGERS, OUT OF THE WILD: THE ALASKA EXPERIMENT, GHOST LAB, SWORDS: LIFE ON THE LINE and DUAL SURVIVAL. Before that, Pastore worked with Original Productions, where he was heavily involved in Discovery Channel’s hit series DEADLIEST CATCH, as well as other popular programs, and is a two-time Emmy Award nominee for his work on DIRTY JOBS and

DEADLIEST CATCH. Pastore received a Bachelor of Arts in Film Studies and English Literature, as well as a Master of Arts in English Literature, from University of Rochester.

Riegel will be responsible for establishing the 3D network's brand by developing integrated, multi-platform, consumer-focused marketing plans that drive viewership, brand awareness and revenue opportunities, including both on- and off-air marketing and communications. Riegel most recently served as Director of Communications for The Hub, the Discovery Communications-Hasbro joint-venture children's and family entertainment network. In this role, he worked as part of the channel launch team on a variety of on-air, off-air and digital communications strategies. He had previously served as Head of Marketing for Fox Kids Worldwide and Fox International Entertainment Channels Worldwide, where he helped to launch numerous domestic and international networks and oversaw global re-branding efforts for various channels including Fox, Fox Sports International, Fox Kids and Fox Sports World. He also helped to launch both TNT and Cartoon Network. Riegel is a graduate of Furman University and received an MBA from the University of Florida.

About 3D Joint Venture of Sony, Discovery Communications and IMAX

This joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to launch one of the first 24/7, fully programmed 3D television networks in the U.S. The three partners bring an extraordinary collection of award-winning 3D content, technology expertise, television distribution and operational strength to the project, which was announced in January 2010. The forthcoming all-3D network will deliver the highest quality and most immersive in-home 3D viewing experience. The channel will feature one of the most extensive libraries of 3D content in genres that are most appealing in 3D, including natural history, adventure, theatrical releases and IMAX movies.

About Sony Corporation

Sony Corporation (NYSE: SNE) is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses,

Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$78 billion for the fiscal year ended March 31, 2010. Sony Global Web Site: <http://www.sony.net/>

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery, Planet Green and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in immersive motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX[®] 3D, and IMAX DMR[®] technology. IMAX DMR is the Company's groundbreaking digital re-mastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of June 30, 2010, there were 447 IMAX theatres (325 commercial, 122 institutional) operating in 47 countries.

###

NEWS MEDIA CONTACTS:

For Discovery: Doug Gunster, 240-662-3213, doug_gunster@discovery.com
For Sony: Paula Askanas, 310-244-3790, paula_askanas@spe.sony.com
For IMAX: Sarah Gormley, 212-821-0155, sgormley@imax.com