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**3D JOINT VENTURE OF SONY, DISCOVERY COMMUNICATIONS AND
IMAX ANNOUNCES FIRST WAVE OF PROGRAMMING**

*-- Forthcoming 24/7 3D Television Network Plans Broad Slate of Native 3D Original
Productions and Strategic Acquisitions --*

(Los Angeles, Calif.) – The 3D joint venture of Sony Corporation, Discovery Communications and IMAX Corporation has commissioned a compelling and distinct collection of original and exclusive series and completed several partner program acquisitions, it was announced today by Tom Cosgrove, President and CEO of the joint venture. The announcements represent an initial list of native 3D programs that will be featured on the first 24/7, fully programmed 3D television network in the U.S. when the channel launches in 2011.

“Today’s announcement represents the first step in our commitment to provide viewers with immersive, entertaining programming as we build the most extensive library of original and exclusive 3D content available anywhere,” said Cosgrove. “As we work toward launch, we are focused on bringing together a diverse slate of high-quality 3D offerings from both our strategic partners, as well as premier production companies from around the globe.”

The series and films announced today are (in alphabetical order):

Original Series

Abandoned Planet

Explore the strangest places on earth – entire cities now completely devoid of all humanity. This series of one-hour programs sheds light on why people have abandoned the places they once called home and what happens after they leave. Produced by Flight 33 Productions.

Africa in 3D

From Gannet Island and its 100,000 seabirds of the same name sharing one giant rock, the 60,000 flamingos at Kamfers Dam, the Luangwa River and its 30,000 hippos and much more, this series of one-hour programs captures the richness and diversity of the world’s second-largest continent. Produced by Aquavision Television Productions.

China

China’s beauty is little seen, often hidden and always surprising. This hour-long series studies the thronging cities, epic vistas and spiritual heartlands of this huge and mysterious nation in stunning 3D. Produced by Natural History New Zealand Ltd. (NHNZ).

Jewels of the World

This hour-long series gives viewers unprecedented access to UNESCO's 'World Heritage' sites, where the planet's natural and cultural gems are catalogued and protected, including: the historic sanctuary of Machu Picchu, Peru; the Temple of Angkor Wat in Cambodia; and the Grand Canyon National Park in the United States, among others. Produced by Natural History New Zealand Ltd. (NHNZ).

Exclusive U.S. Premieres

Attack of the Giant Jellyfish (Discovery)

This hour-long program explores the myths and realities behind the global explosion of deadly jellyfish, including the giant Nomura, whose strength and size makes them capable of capsizing boats and wreaking havoc on the high seas. Produced by Story House Productions.

The Haunted (Discovery)

Using infrared cameras and sensitive recording devices, a paranormal team investigates true, chilling and terrifying stories of animals and their owners who are experiencing the unexplainable. This one-hour program is produced by Picture Shack Entertainment.

Into the Deep 3D (IMAX)

This IMAX special takes audiences on a spectacular three-dimensional exploration of the undersea world. Using the IMAX 3D camera in its underwater housing for the first time, this film captures unique marine life and magnificent underwater vistas.

Magnificent Desolation: Walking on the Moon 3D (IMAX)

Through the magic of IMAX 3D, narrator Tom Hanks takes viewers to the lunar surface to walk alongside the 12 extraordinary astronauts who have been there to experience what they saw, heard, felt, thought and did.

Cloudy with a Chance of Meatballs (Sony)

Inspired by the beloved children's book of the same name, this animated 3D feature follows inventor Flint Lockwood and a brainy weathergirl as they attempt to discover why the rain in their small town has stopped, and food is falling in its place.

Monster House (Sony)

A suburban home has become physically animated by a vengeful human soul looking to stir up trouble from beyond the grave, and it's up to three adventurous kids from the neighborhood to do battle with the structural golem in this comically frightful tale.

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 (NASDAQ: IMAX; TSX: IMX) 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 March 31, 2010, there were 438 IMAX theatres (316 commercial, 121 institutional) operating in 47 countries.

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