

FOR IMMEDIATE RELEASE:

December 13, 2010

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**3D JOINT VENTURE OF SONY, DISCOVERY COMMUNICATIONS AND
IMAX CONTINUES EXPANSIVE PROGRAMMING ROLLOUT**

*-- Forthcoming 24/7 3D Television Network Strengthens Dynamic Slate of Native 3D Original
Productions and Strategic Program Acquisitions Ahead of Its Launch in Early 2011 --*

(Culver City, Calif.) – The 3D joint venture of Sony Corporation, Discovery Communications and IMAX Corporation has added six new titles to its planned network programming slate, including original series and acquisitions, it was announced today by Tom Cosgrove, President and CEO of the joint venture. The programs – produced in native 3D – will join the series, programs and theatricals previously announced by the first 24/7, fully programmed 3D television network in the U.S.

“We continue to move forward aggressively to both create and acquire the most immersive and entertaining 3D programming for television audiences available anywhere,” said Cosgrove. “The broad range of series and programs announced today further underscores our ongoing commitment to providing consumers with the highest quality 3D content across a wide variety of genres.”

The series and programs announced today (in alphabetical order):

Original Series

Bullproof*

Cowboys live their lives 8 seconds at a time, but the men sent in to save them from harm face up to 90 2,000-pound angry bulls a night. This series brings to life the most extreme and dangerous man-versus-beast competition in existence – the daredevil world of professional bull riding – focusing on the true heroes of the sport. Produced by Wild Eyes Productions and Digital Revolution Studios.

High Octane*

Utilizing the latest evolution in 3D camera equipment and cutting-edge production techniques, this series brings viewers along for the ride in the high-octane worlds of motocross, jet skiing, rock-climbing, bungee jumping and other extreme action sports in a way only native 3D can. Produced by Electric Sky Productions.

Making the Brand*

From sophisticated machinery designed to produce goods with mind-numbing efficiency and speed, to the artistry and craftsmanship of human creativity, the diverse and fascinating world of how products are produced on a mass scale is brought to life in this hour-long, native 3D series. Produced by Electric Sky Productions.

Exclusive U.S. Premieres

Ghost Lab (Discovery)

Join Brad and Barry Klinge, founders of investigative group Everyday Paranormal, as they travel the U.S. using some of the world's most sophisticated equipment to gather powerful supernatural research. This native 3D one-hour special brings an entirely new dimension to the long-running hit series seen regularly on the Discovery Channel. Produced by Paper Route Productions and Go Go Luckey Entertainment.

Open Season (Sony Pictures)

The first feature-length animated film from Sony Pictures Animation features Boog (Martin Lawrence), a happily domesticated grizzly bear, who has his perfect world turned upside down after he meets Elliot (Ashton Kutcher), a scrawny, fast-talking wild mule deer.

Space Station (IMAX)

This special event will transport viewers 220 miles above the Earth at 17,500 mph to experience the greatest engineering feat since mankind walked on the moon. "Space Station," the world's first ever 3D journey into space, is narrated by Tom Cruise.

The programming announced today will join the diverse lineup of original 3D series and U.S. premieres previously announced by the network, including "African Wild*," "China Revealed*," "Jewels of the World*," "Attack of the Giant Jellyfish," "The Haunted," "Into the Deep 3D," "Magnificent Desolation: Walking on the Moon 3D," "Cloudy with a Chance of Meatballs" and "Monster House."

*Denotes working title

About the 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 the first 24/7, fully programmed 3D television network in the U.S. The three partners bring 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, featuring genres that are most appealing in 3D, including natural history, documentary, action/adventure, hard travel, history, hyper-reality, concerts, movies, scripted series and more.

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.

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