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**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND
IMAX – ANNOUNCES THE START OF PRINCIPAL PHOTOGRAPHY
ON THE WORLD’S FIRST NATIVE 3D WAR DOCUMENTARY SERIES**

-- Groundbreaking Four-Part Civil War Series To Utilize Scripted Reenactments And Digitized Stereoscopic Stills To Bring Historic Conflict To Life --

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX have begun principal photography on the world’s first native 3D War Documentary, it was announced today by Tom Cosgrove, President & CEO of 3net. **THE CIVIL WAR 3D***, the most ambitious 3D series ever produced for television, will transport viewers back in time, retelling the war’s most pivotal moments both on and off the battlefields from the unique perspective of both sides in the historic conflict. The four-hour miniseries is scheduled to debut on the network in Fall 2011.

“Shooting in native 3D gives us the unique ability to bring an entirely new level of depth and emotion to this epic time in history with groundbreaking storytelling that simply hasn’t been possible until now,” said Cosgrove. “As well, **THE CIVIL WAR 3D** series further reflects our ongoing mission to provide the kind of immersive in-home 3D experience available nowhere else on television.”

David W. Padrusch, Director of **THE CIVIL WAR 3D** for Towers Productions, LLC, who is also serving as Executive Producer along with the company's founder and chief creative officer, Jonathan Towers, added, “Our editorial and technical approach to telling the story of the Civil War is unlike anything previously undertaken. Jonathan and I will bring the prism of 3D technology to first-person accounts of battlefield experiences as a way of exploring the humanity and the complexity of motivations of soldiers on both sides of the war.”

“The lifeblood of any historical recreation is the research,” said Patrick Brennan, who serves as historical consultant and co-writer of **THE CIVIL WAR 3D** and is also the author of *Secessionville: Assault on Charleston*. “The 1st Virginia and 20th Massachusetts regiments participated in nearly every major battle in the Eastern Theater, and the men in these units gave us authentic and haunting first-hand insights into America’s darkest days.”

THE CIVIL WAR 3D will magnify the epic fight for liberty, patriotism and democracy by resurrecting the intimate accounts of the brave men on the front lines. This landmark native 3D series will give viewers unique insight into both the Northern and Southern experience. By paralleling personal stories from soldiers in counter regiments, the Union’s Massachusetts 20th and the Confederate’s Virginia 1st, **THE CIVIL WAR 3D** will show the agony and determination endured through camp life, training, and all-out war.

Detailed letters from Union soldier Henry Livermore Abbott, who would die in the Battle of the Wilderness in 1864, will be juxtaposed with Confederate cadet Charles Loehr, whose eloquent memoirs reveal similar sentiments from the South. Viewers will witness how their differences in beliefs, strategy, artillery and support influenced the conflict’s final outcome.

Utilizing specially digitized stereoscopic archival imagery from the period, scripted reenactments and character narrative, **THE CIVIL WAR 3D** promises to bring audiences a “closest to real” experience that only native 3D can deliver. Towers Productions, LLC will produce the series with Executive Producers Jonathan Towers and David W. Padrusch. Padrusch will also direct the series. Tim Pastore will serve as Executive Producer on behalf of 3net.

* Denotes working title

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.