



3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX – USHERS IN OCTOBER WITH ORIGINAL SERIES DEBUTS AND WORLD TELEVISION PREMIERES

-- Network Expands Lineup With Original Docu-Fable Series SCARY TALES, Ancient Civilization Series THE ANCIENT LIFE, 3D Action Special INDY 500: THE INSIDE LINE, Theatrical Hits CLOUDY WITH A CHANCE OF MEATBALLS, HUBBLE 3D And More --

October 5, 2011 – Culver City, Calif – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX will debut three all-new original programs and feature the world broadcast premiere of two hit theatricals during the month of October, it was announced today by Tom Cosgrove, President & CEO of 3net. The diverse premiere lineup includes the original “docu-fable” adult drama series SCARY TALES, the original lost civilization series THE ANCIENT LIFE* and the 3net original program INDY 500: ON THE INSIDE LINE, the world’s first 3D look at America’s Greatest Race.

October’s premiere schedule also includes several additional world television premieres: the Sony hit animated theatrical release CLOUDY WITH A CHANCE OF MEATBALLS, the IMAX space journey HUBBLE 3D, hosted by Leonardo DiCaprio, and the sophisticated travelogue series WORLD CITIES 3D.

“We are continuing to break new ground by creating smart, revealing original series that feature a brave new way to tell stories,” said Cosgrove. “Our viewers truly expect an ‘eyes wide open’ experience, and we’ve rounded out our October schedule with a host of big event ‘firsts’ – immersive and inspired content that can only be fully appreciated in the in-home 3D environment.”

3net October Premiere Schedule:

THE ANCIENT LIFE* – Sunday, October 9 (9PM ET/PT) - 3net Original World Premiere:

“Cities of the Underworld” meets “Digging For Truth” as host Brit Eaton explores the intrigue and uncovers the mysteries of once dynamic and thriving world civilizations, giving viewers the opportunity to experience what it’s really like to stand before the Pyramid of Cheops or walk through the haunted landscape of Pompeii. Eaton, along with specially trained stereographers,

reveal the ancient secrets of these long lost civilizations, capturing locations that have never been filmed or seen in 3D before. The six episode, hour-long series is produced by JWM Productions, LLC. 3net Vice President of Development and Production Tim Pastore serves as Executive Producer on behalf of the network.

INDY 500: THE INSIDE LINE - Thursday, October 13 (9PM ET/PT) - 3net Original World premiere:

The world's first 3D coverage of the Indianapolis 500 gives viewers an in-depth look at the event preparations and the action of race day as seen through the eyes of today's most dynamic drivers -- Tony Kanaan, Helio Castroneves, Simona de Silvestro, Will Power and more. Unprecedented access to the 100th Anniversary of the Indianapolis 500 – capturing the pageantry of the historic event and emotion and intensity of race day, brings audiences the most compelling 3D programming event possible. The one-hour special is produced by New Wave Entertainment. 3net Director of Development and Production Don Bland serves as executive producer on behalf of the network.

HUBBLE 3D - Sunday, October 16 (9PM ET/PT) - World Television Premiere:

Join the crew of the Space Shuttle as they make vital repairs to the Hubble Space Telescope. Narrated by Leonardo DiCaprio, the film captures the five spacewalks needed to make the repairs and an unexpected problem that threatened to sabotage the mission. Produced by IMAX.

CLOUDY WITH A CHANCE OF MEATBALLS - Sunday, October 23 (7PM ET/PT) - World Television Premiere:

Inspired by the beloved children's book of the same name, this hit animated 3D feature follows Flint Lockwood, a young inventor who dreams of creating something that improves everyone's lives. But when his "food from water" device goes haywire and food starts falling from the sky, Lockwood and a brainy weathergirl work together to avert the crises and rescue their small town from drowning in chow. Produced by Sony Pictures Television.

WORLD CITIES 3D - Sunday, October 30 (8PM ET/PT) - World Television Premiere:

Barcelona native and presenter Solana Tixi introduces viewers to the rich histories, cultures and people of the world's most magnificent destinations. 3D graphics and stereoscopic cameras offer viewers a unique, never-before-seen perspective of the vibrant sites and treasured monuments of great cities from across the globe. This one hour, 13 episode series is produced by D4D INGENIERIA VISUAL SL and CABLEready.

SCARY TALES - Sunday, October 30 (9PM ET/PT) - 3net Original World Premiere:

Unlike anything you've seen in 2D or 3D, Scary Tales is scripted series so weird and fantastic, it needs an extra dimension just to contain itself. There are marauding giants, ghost-plagued forests and human wolves... a place where cannibals feast, kidnappers terrorize and fiends lurk behind every tree. Inanimate objects come to life, and the innocent are punished. It's a world that really exists if only in our own subconscious. The hour long, four episode series is produced by

Workaholic Productions, Inc. 3nets Director of Development and Production Don Bland serves as executive producer on behalf of the network.

* 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, kids and family, 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.

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