

**3NET, THE FULLY PROGRAMMED 24/7 3D TELEVISION NETWORK**  
**FROM SONY, DISCOVERY AND IMAX, ANNOUNCES FEBRUARY**  
**PREMIERE SCHEDULE**

*-- Network to Debut World Premieres and Exclusive Programs Throughout February --*

February 14, 2011 – Culver City, Calif. – 3net, the joint venture 3D television network from Sony Corporation, Discovery Communications and IMAX Corporation today announced ten additional programs that will join the previously announced titles in the network’s premiere lineup during the month of February. 3net, which debuted on DIRECTV (channel 107) on February 13, 2011 at 8PM ET/5PM PT, is available to millions of DIRECTV customers across the country.

“Our commitment to deliver the highest quality and most immersive in-home 3D TV experience is second to none,” said Tom Cosgrove, 3net’s President and Chief Executive Officer. “From our original series to our acquired premieres, every program is held up to native 3D television standards developed in tandem with the extensive 3D expertise of our joint venture partners. Our ongoing mission is to be the gold standard in the industry by providing viewers with the very best in 3D television entertainment and emotional immersion.”

Throughout February, the network will offer an unprecedented rollout of original 3D series and new program debuts every night at 9:00 PM ET/6:00 PM PT, including the following programs announced today:

**Original Premieres:**

**OCEANA AIRSHOW**

Highlighting the Oceana Air Show in 3D, experience high performance aerial maneuvers and pyrotechnics from the world’s elite professionals as well as thrilling tactical demonstrations by the Navy’s best aviators.

**I (ALMOST) GOT AWAY WITH IT**

Randall Zandstra shot his ex-wife’s boyfriend and got 12 years in jail. Due to a technicality, there was a retrial. Zandstra fled, ran to Vegas, winning big in poker and running mail fraud. Authorities finally track him down and he is now in a NJ prison.

**PUPPY BOWL VII**

A record 9.2 million viewers watched the latest in the long-running annual event which takes place during Super Bowl Sunday. Now the native 3D version comes to 3net. The program features nearly 50 cuddly rescue puppies of all breeds brought together on a 19-foot long field to battle it out.

## **World 3D Television Premieres:**

### **THE LAST BUFFALO**

World renowned artist/inventor, William Lishman, forges a colossal metal statue, which is intercut with images from the starkly beautiful Alberta Badlands, where eagles soar overhead a mountain lion on the hunt for a herd of a buffalo stampede.

### **3D SAFARI: AFRICA**

Journey deep into the Dark Continent and explore the animals and habitats of the wild. The program, resulting from months of exploration, takes to the open desert to capture such striking creatures as the lion, hippo and wildebeest as they roam their natural habitat.

### **BUGS! A RAINFOREST ADVENTURE**

This nature drama, narrated by Judi Dench, was shot on location in Borneo and in a purpose-built studio in Oxford, England. Bugs! Explores the dramatic life and death of a praying mantis and a butterfly, known by their Latin names, Hierodula and Papilio.

## **3net Premieres:**

### **3D SUN**

Stand above the Arctic Circle and witness the most brilliant auroras on Earth. Take a ride on a solar blast from Sun's surface to Earth's Magnetosphere. Witness the most powerful explosions in the solar system - equal to the force of a billion megaton nuclear bombs. And find out how these explosions disrupt electronic equipment, create geomagnetic storms and influence weather patterns on Earth.

### **UNDER THE SEA 3D**

Prepare to meet face-to-face with Great White Sharks, Flamboyant Cuttlefish and playful Sea Lions. Narrated by Jim Carrey, the film offers a unique way to explore the beauty and to assess the impact of global climate change on the Great Barrier Reef.

### **DEEP SEA 3D**

Narrated by Johnny Depp and Kate Winslet. Explore the ocean's variety of life, from the weird Rainbow Nudibranch to the Giant Octopus and surprising encounters from a shrimp who challenges an octopus, to the Turtle that allows fish to clean its shell.

### **DINOSAURS: GIANTS OF THE PATAGONIA**

Narrated by Donald Sutherland. Travel back in ancient Patagonia, where the largest animals to walk the earth come to life in 3D: the massive plant-eating Argentinosaur and the Giganotosaur, a bipedal carnivore that could easily challenge the T-Rex.

The 3net February Premiere Schedule (9PM ET/6PM PT):

- Feb. 14 - Magnificent Desolation: Walking on the Moon 3D (World 3D TV Premiere)
- Feb. 15 - Ghost Lab (3net Original)
- Feb. 16 - 3D Sun (3net Premiere)/The Last Buffalo (World 3D TV Premiere)
- Feb. 17 - High Octane: Mountain Bikes Versus Jet Skis (3net Original)
- Feb. 18 - Dinosaurs: Giants of the Patagonia (3net Premiere)
- Feb. 19 - The Haunted (3net Original)
- Feb. 20 - I (Almost) Got Away With It (3net Original)
- Feb. 21 - Deep Sea 3D (3net Premiere)
- Feb. 22 - Oceana Air Show (3net Original)
- Feb. 23 - Bugs! A Rainforest Adventure (World 3D TV Premiere)
- Feb. 24 - High Octane: Downhill Long boarding Versus Freestyle Motocross (3net Original)
- Feb. 25 - Puppy Bowl (3net Original)
- Feb. 26 - Under the Sea 3D (3net Premiere)
- Feb. 27 - 3D Safari: Africa (World 3D TV Premiere)

**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 a fully programmed, 24/7 3D network to U.S television audiences. 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. For more information, please visit [www.3net.com](http://www.3net.com).

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