



3D Entertainment Distribution's "Sea Rex 3D" Takes 2 Million IMAX® Theatre Moviegoers Back In Time

Universal Pictures Acquires the Home Entertainment Rights

Los Angeles (Calif.), Paris (France) and London (UK) – Sept. 15, 2011 /PR NEWswire/ 3D Entertainment Distribution is pleased to announce that its latest IMAX theatre release, "Sea Rex 3D: Journey to a Prehistoric World," which critics have described as "making education cool," has been enjoyed by 2 million viewers to date in 21 countries and nineteen different languages. "Sea Rex 3D" innovatively sheds light on the extraordinary larger-than-life marine reptiles which, with their daunting size and natural ability for predation, were already ruling the ancient underwater world 20 million years before dinosaurs roamed the earth.

Benefiting from a staggered distribution pattern at IMAX theatres, "Sea Rex 3D" was first launched in the US in June 2010 before opening in select international territories, including Japan, Russia, Singapore, the United Kingdom, France, Germany and Eastern Europe. A total of 76 IMAX theatre engagements have currently been signed for the film in 28 countries.

Building on this success, Universal Pictures International Entertainment (UPIE) has acquired the home entertainment rights to the film in key territories, including North America. "Sea Rex" will be released on Blu-ray™ in 3D and 2D in the US on November 15th through Universal Studios Home Entertainment and in Western Europe shortly thereafter. This latest collaboration follows an initial agreement signed with UPIE in November 2010 for the international Blu-ray™ release of Jean-Michel Cousteau's "Ocean Wonderland 3D," "Sharks 3D" and "Dolphins & Whales 3D," which was extended this past June to include the US, Canada and Mexico.

"We are so pleased to once again be partnering with UPIE and to have the opportunity to bring this fascinating prehistoric universe straight into people's homes in 3D," said 3D Entertainment Distribution's Chairman and CEO, Francois Mantello. "After just sixteen months of exhibition, 'Sea Rex' is on track to reach the USD 12 million mark at the box office by the end of September, proving its growing popularity with audiences around the world."

"'Sea Rex 3D' is visually stunning in 3D and will deliver a truly unique cinematic home entertainment experience thanks to its innovative story, state-of-the-art computer-generated images and historical reenactments," said Eddie Cunningham, President of Universal Pictures International Home Entertainment. "Our company is leading the charge to deliver the highest quality 3D entertainment directly to consumers through the new ultrahigh-definition Blu-ray™ 3D technology, the current cutting edge in home theatre entertainment."

"We are thrilled to see our film, which we think of as being the ultimate combination of science and entertainment, made available to an ever wider audience via this exciting high-definition 3D technology," said Pascal Vuong and Ronan Chapalain, the Film's co-writers and co-directors. "This new format will allow households an up-close and personal encounter with the T-Rex of the Seas including the ferocious *Liopleurodon*, the long-necked *Elasmosaurus*, the big-eyed *Ophthalmosaurus* and the giant 75-ft long *Shonisaurus*."

This month alone, "Sea Rex" is scheduled to open at the Royal British Columbia Museum (Victoria, BC), the Hong Kong Space Museum (HK), the Museum of Discovery & Science (Fort

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Lauderdale, FL), the IMAX Theatre at the Minnesota Zoo (Apple Valley, MN), the Toyohashi Museum of Natural Science (Japan), the Swiss Transport Museum (Lucerne, Switzerland) and at Cinema City's IMAX theatres in Bucharest (Romania) and Budapest (Hungary).

"Sea Rex 3D" has also been named as a finalist in the "Best Earth Sciences Program" category at the upcoming Jackson Hole Wildlife Film Festival and was recognized with both the Best Edutainment and Best Stereography awards at Paris' Dimension 3 Festival, as well as the Best Documentary Award at the latest 3D Stereo Media Festival in Liege (Belgium).

"Sea Rex 3D" is rated Universal by the British Board of Film Classification (BBFC), the equivalent of a General Audience rating from the Motion Picture Association of America. According to the BBFC, films classified as Universal are suitable for audiences aged 4 years and over. The film stars Richard Rider and Chloe Hollings, respectively, as "Georges Cuvier", a major historical figure considered by many to be the father of vertebrate paleontology, and "Julie", an imaginative young woman. The film was produced by N3D Land Productions and Mantello Brothers Productions.

About 3D Entertainment Distribution

Founded in 2001, 3D Entertainment Distribution is the marketing and theatrical sales arm of 3D Entertainment Films and 3D Entertainment USA. Affiliates of 3D Entertainment Films Holdings, the companies are focused on the production, postproduction, sales and theatrical distribution of innovative 3D films for IMAX® theatres and Digital 3D cinemas worldwide. The cornerstone of the Company's film catalogue is a unique underwater film trilogy presented by Jean-Michel Cousteau that has grossed over USD 83 million at the theatrical box office. Last year, the Company announced a new line-up of 3D film projects that includes "Air Racers 3D" (February 2012), "Time: The 4th Dimension" (Fall 2012), starring Christopher Lloyd and Deep Roy, "Kenya 3D: Animal Kingdom" (February 2013) and "Patagonia 3D: Into the Wild". The all-media rights to 3D Entertainment Films' first feature-length film, "Ocean World 3D," were acquired by Walt Disney Studios Motion Pictures in North America and Wild Bunch for overseas territories in 2009. The Company maintains offices in London (UK), Los Angeles (California) and Paris (France). For more information, please visit <http://www.3DEFilms.com>

About Universal Pictures International Entertainment

Universal Pictures International Entertainment is part of NBC Universal - one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi.

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