



3D Entertainment Films to Produce IMAX Theatre Film “Air Racers 3D: Forces of Flight”

Company recently completed photography of this year’s edition of the Reno National Championship Air Races

Reno (NV)/Los Angeles (CA) – Sept. 22, 2010 // PR Newswire // 3D Entertainment Films is pleased to announce that it will be producing “Air Racers 3D: Forces of Flight” alongside the film’s original partners, Pretend Entertainment and Stereoscope. Under this new joint venture, Jean-Jacques Mantello (“OceanWorld 3D,” 2009; Jean-Michel Cousteau’s 3D film trilogy, 2003-2008) will direct. This follows last year’s announcement that 3D Entertainment Films’ distribution arm had acquired the all-media distribution rights to the project, which is now scheduled for release at IMAX theatres in both 3D and 2D in the summer of 2011.

“Air Racers 3D: Forces of Flight” will put moviegoers and fans in the middle of the highly competitive action and have them soaring through the air at more than twice the speed of a NASCAR race. The film will chronicle the preparation for and competition in the world’s fastest motorsport, celebrate the history of flight and explore the science of today’s air racing technology, human physiology, neurology and the underlying physics that pilots depend on.

“This new alliance with Pretend Entertainment, Stereoscope and the Reno Air Racing Association has allowed our company to assume the leadership on the production component of ‘Air Racers 3D: Forces of Flight,’” said Francois Mantello, Chairman and CEO of 3D Entertainment Films. “We are highly confident that we will have the film on track for release at IMAX theatres in the US and internationally beginning next summer.”

Principal photography on the film resumed last week at the 47th edition of the Reno National Championship Air Races and will continue in November when the production team will recreate certain segments of the race and capture aerial footage from the cockpit.

“Thanks to a unique technical set-up involving no fewer than three 3D camera rigs and an expert team of aerial photographers to maneuver them, we were able to capture the drama, sound, emotion, dangers, thrills and excitement of the race,” said 3D Entertainment Films’ Jean-Jacques Mantello, who has taken over the reins as director. “Audiences worldwide will discover what are unquestionably the fastest-moving machines in motorsport and see on the world’s largest IMAX theatre screens what it’s like to race at 500 mph a mere 50 feet off the ground.” He further explained, “The script is finished and we plan to begin the 3D post-production process before Christmas both in Los Angeles and in Europe.”

“Pretend Entertainment is extremely excited about this new partnership with 3D Entertainment Films. Our passion and experience producing aviation stories coupled with the

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Mantello Brothers' 3D filmmaking expertise ensures that this film will wow giant screen audiences around the world," said Christian Fry, co-founder of Pretend Entertainment.

The tradition of air racing began nearly 100 years ago with World War I-era barnstormers and eventually evolved into grand racing events organized to celebrate the aviation heroics of World War II. The last of their kind, the Reno Air Races began in 1964 as a revival of these high-speed competitions celebrating horsepower, ingenuity and the piloting skills of the men who operated these planes under much more dangerous and dire circumstances. Pilots fight for position, running a tight 8-mile course marked off by ten giant pylons where flying a perfect line is critical for victory. "Fly low, go fast and turn left" is their motto.

The official film website is <http://www.AirRacers3D.com>

"Air Racers 3D: Forces of Flight" is part of 3D Entertainment Distribution's recently-announced ambitious plan to offer a steady stream of innovative 3D films for IMAX theatre exhibitors. The Company's second title scheduled to be released next year, "Patagonia Wilderness 3D" (working title), enters production this month. The film is a thrilling adventure in the wilds of the southernmost region of South America, one of the most remote and pristine locations on Earth, home to prolific and unique biodiversity never before seen in 3D.

About 3D Entertainment Films

Founded in 2001, 3D Entertainment Films is the production and post-production arm of 3D Entertainment Films Holdings. With its sister company, 3D Entertainment Distribution, it is focused on the production, postproduction, sales and theatrical release of innovative 3D films for IMAX and Digital 3D cinemas worldwide. The cornerstone of the company's catalogue is a unique underwater 3D film trilogy presented by Jean-Michel Cousteau - "Ocean Wonderland 3D" (2003), "Sharks 3D" (2005) and "Dolphins and Whales 3D" (2008) - which has grossed USD 80 million at the box office to date. The all-media rights to their first feature-length film, "Ocean World 3D," were acquired in 2009 by Walt Disney Studios Motion Pictures and Wild Bunch for North America and international territories respectively. The Company maintains offices in London (UK), Los Angeles (CA) and Paris (France). For more information, please visit <http://www.3Defilms.com>

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