



3D Entertainment Distribution Teams up with Universal Pictures International Entertainment for the Blu-ray™ 3D Release of Ocean Film Trilogy

Jean-Michel Cousteau presents a unique underwater 3D trilogy in Blu-ray™ 3D originally exhibited at IMAX Theatres this Christmas

London (UK), Paris (France) & Los Angeles (Calif.) – November 30, 2010 // PR NEWSWIRE / 3D Entertainment Distribution is pleased to announce that it has entered into an agreement with Universal Pictures International Entertainment to release its underwater 3D film trilogy on Blu-ray™ 3D disc this Christmas. The trilogy, presented by ocean explorer Jean-Michel Cousteau, features the popular 3D titles “Ocean Wonderland 3D,” “Sharks 3D” and “Dolphins & Whales 3D” narrated by Daryl Hannah, which have generated over \$85 million at the IMAX theatre box office to date.

As a result of the deal, Universal Pictures International Entertainment has acquired the exclusive worldwide home entertainment rights to the trilogy, excluding US, Canadian and Mexican territories, from 3D Entertainment Distribution. This agreement, which marks the first collaboration between the two companies, was concluded during the last edition of MIPCOM in Cannes (France).

"We are thrilled to be partnering with NBC Universal on this exceptional and unique cinematic home entertainment experience," said 3D Entertainment Distribution Chairman and CEO Francois Mantello. "This trilogy of edutainment films presented by the son of the legendary Jacques-Yves Cousteau represents a spectacular three-dimensional journey that will bring the beauty of the marine environment directly into people's homes in superb fashion."

"After highly successful runs at IMAX theatres around the world, we are delighted to be distributing such exciting and critically-acclaimed content in our key home entertainment markets," said Eddie Cunningham, President of Universal Pictures International Home Entertainment. "Universal is leading the charge to deliver the highest quality 3D entertainment directly to consumers through the new ultra high-definition Blu-ray™ 3D technology, the current cutting edge in home theatre entertainment."

With a staggered release beginning next week, the 3D trilogy will be available in time for Christmas in major European markets, including France, Italy, Germany, the United Kingdom, as well as in Australia & New Zealand. Release dates in Spain and Japan will be announced shortly. Each of the three titles is available either separately or as a special 3-movie boxed set, and can be purchased at major retail stores as well as from online retailers such as Amazon.

The trilogy was produced by 3D Entertainment Films and Gavin McKinney Underwater Productions in collaboration with the United Nations Environment Program and Jean-Michel Cousteau's Ocean Futures Society. It was directed and produced by veteran 3D filmmakers Jean-Jacques and Francois Mantello respectively, who were joined by director of photography Gavin McKinney and composer Christophe Jacquelin on all three productions. No fewer than seventeen international expeditions took place between 2001 and 2007 to capture, entirely in 3D, the underwater photography for these films.

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"Dolphins and Whales 3D" (2008) takes viewers into an immersive and highly emotional odyssey for a close encounter with the surviving tribes of the ocean. Stunning images of dolphins, belugas, orcas, humpback whales and their calves, captured for the very first time in 3D, allows them to discover their lives and habitats as never before seen. "Sharks 3D" (2005) brings viewers face-to-face with the lions and tigers of the ocean including the great white, hammerhead and whale shark. These wild and endangered animals have been in existence since before dinosaurs roamed the earth and are mistakenly considered as man-eating creatures. In "Ocean Wonderland 3D" (2003), viewers will experience, from Australia's Great Barrier Reef to the Bahamas, a stunning visual and sensorial diving adventure beneath the waves to the pulsating heart of the oceans: the coral reefs.

About 3D Entertainment Distribution

Founded in 2001, 3D Entertainment Distribution is the marketing and theatrical sales arm of 3D Entertainment Films. 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. The Company released its fourth title, "Sea Rex 3D: Journey to a Prehistoric World," at IMAX theatres this year and announced in September 2010 a new lineup of 3D films that includes "Air Racers 3D: Forces of Flight," "Patagonia Wilderness 3D," "Time, the 4th Dimension" starring Christopher Lloyd, "Kenya: The Big Five" and "Turtles: The Last Dinosaurs." The all-media rights to 3D Entertainment Films' first feature-length film, "OceanWorld 3D," were acquired in 2009 by Walt Disney Studios Motion Pictures in North America and Wild Bunch for the rest of the world. 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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Source: 3D Entertainment Distribution and Universal Pictures International Entertainment

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