

FOR IMMEDIATE RELEASE

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**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX ADDS
CARLOS GUTIERREZ TO SENIOR MANAGEMENT TEAM**

-- Gutierrez to Lead Business Affairs and Legal for Network --

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX has named Carlos Gutierrez to the newly-created position of Vice President, Business Affairs and Legal, it was announced today by Tom Cosgrove, President and CEO, 3net. Gutierrez, who joins the 3net team on June 1, 2011, will be based at the network’s corporate offices on the Sony Pictures Studios lot in Culver City, California.

“Carlos has an extensive background in both business and legal affairs combined with a deep understanding of production management and long-term strategic planning,” said Cosgrove. “His unique skill set will prove invaluable as we continue to develop domestic and international production partnerships and identify additional opportunities to expand our business.”

Gutierrez will be responsible for overseeing the day-to-day business and legal affairs of the network, including the negotiation of multi-platform production agreements with domestic and international film, television and digital content providers. He will also provide management oversight of the network’s program output deals and supervise business operations and production management. In addition, he will work closely with the CEO and senior management to build annual and long-term strategic plans for the network and related businesses.

Gutierrez comes to 3net from Discovery Communications, Inc., where since 2007, he served as Vice President, Business Operations and Strategy. In this capacity, he oversaw domestic and international programming deals, network strategies and worked closely with legal and business affairs. He joined Discovery in 1999 as part of the Legal Programming group, where he

managed an international legal team with primary oversight of all aspects of program acquisition liaising with Discovery networks and key content suppliers. Prior to that, Gutierrez served as an Associate at the Washington, D.C. firm of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo P.C. He also served as Assistant to the Special Counsel to the President of the United States and at the Federal Communications Commission. He is a graduate of the University of Florida and holds a law degree from Georgetown University.

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, 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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