



## **3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX – CELEBRATES DECEMBER WITH THE MOST AMBITIOUS ROLLOUT OF 3D PROGRAMMING IN TELEVISION HISTORY**

*-- Network to Offer More Than 50 Hours of All-New Programming, Including Documentaries, Live –Action Reality Series, Mixed Martial Arts Fighting, Natural History, Kids Animation, Short-Form Sketch Comedy and More --*

November 30, 2011 – Culver City, Calif – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX – will close out 2011 with the most ambitious rollout of original 3D content in television history. The network’s diverse December programming slate, which includes more than 50 hours of all-new 3D programming - including the debut of five 3net original programs - was announced today by Tom Cosgrove, President & CEO of 3net.

“As we round out our first ten months on air, we’re proud to deliver the most extensive and diverse rollout of 3D programming in the history of television during the month of December,” said Cosgrove. “This is a perfect time for consumers at home during the holidays to sample the wide range of brave and compelling 3D content 3net has to offer, and we’ve got something for everyone in the family to enjoy.”

Highlights of 3net’s December schedule include the world’s first 3D war documentary series **FIELDS OF VALOR: THE CIVIL WAR**, which chronicles this tumultuous time in U.S. history from the unique perspective of both sides of the conflict; **HILLBILLY BLOOD: A HARDCRABBLE LIFE\***, which follows two mountain men who demonstrate backwoods ingenuity deep in the mountains of Appalachia; **TOUGH LOVE GARAGE**, an offbeat series featuring several unique characters in a custom car business; and **SUPER SYSTEMS**, which examines the fascinating details of some of the world’s most remarkable engineering feats.

Additional December highlights include the 3net premiere of **MADAGASCAR: THE LOST MAKAY**, a 3D documentary from Pierre Stine, that follows a team of scientists who journey to this little-seen region of Madagascar; the extreme sport of MMA for the first time in 3D with **BEATDOWN: BAMMA USA FIGHT NIGHT\***; **WORLD HERITAGE**, an immersive look at the architectural wonders of the world’s UNESCO sites; **SEA MONSTERS: A PREHISTORIC**

ADVENTURE, a look back at the dawn of the Late Cretaceous period; and the original short-form live-action comedy sketch series SON OF A PITCH.

\* Denotes working title

3net December Premiere Highlights:

**FIELDS OF VALOR: THE CIVIL WAR** – Saturday, December 3 (9P ET/PT) – 3net Original

**WORLD HERITAGE** – Monday, December 5 (2P ET/PT) – 3net Premiere

**SUPER SYSTEMS** – Sunday, December 11 (8P ET/PT) – 3net Original

**TOUGH LOVE GARAGE** – Sunday, December 11 (10P ET/PT) – 3net Original

**BEATDOWN: BAMMA USA FIGHT NIGHT** – Thursday, December 15 (9P ET/PT) – 3net Premiere

**MADAGASCAR: THE LOST MAKAY** – Sunday, December 18 (8P ET/PT) – 3net Premiere

**HILLBILLY BLOOD: A HARDCRABBLE LIFE** – Sunday, December 18 (10P ET/PT) – 3net Original

**SON OF A PITCH** – Sunday, December 18, immediately following the premiere of HILLBILLY BLOOD: A HARDCRABBLE LIFE – 3net Original

**SEA MONSTERS: A PREHISTORIC ADVENTURE** – Monday, December 19 (9PM ET/PT) – 3net Premiere

**THREEDEE KIDZ MARATION** - eight hours of all new shows, featuring the animated 3D kids series BOLTS & BLIP and DREAM DEFENDERS – Sunday, December 25 (Noon ET/PT)

**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, kids and family, 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](http://www.3net.com).

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