



3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX – MARKS NOVEMBER WITH ORIGINAL SERIES, WORLD TELEVISION PREMIERES AND A DYNAMIC NEW 3D ON-AIR LOOK

“New Series for Carnivore Lovers, Iconic Musician’s 3D Debut and Modern Remake of a Holiday Favorite Highlight Network’s November Schedule”

Culver City, Calif – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX will debut fifteen world 3D premieres, as well as a groundbreaking new 3D on-air look during the month of November, it was announced today by Tom Cosgrove, President & CEO of 3net. The network’s all-new broadcast design will debut on Friday, November 4 at 8PM ET/PT.

November programming highlights include the debut of the all-new original food and travel series BLOODY GOOD, the 3net broadcast premiere of the 3D concert exclusive PETER GABRIEL: NEW BLOOD LIVE and the holiday favorite THE IMAX NUTCRACKER. In addition, 3net will premiere new episodes of the children’s series DREAM DEFENDERS and BOLTS & BLIP, as well as the 3net original programs THE ANCIENT LIFE and EXPERIENCE 3D and the 3net exclusive series WORLD CITIES.

“From new original series, to world television premieres and the debut of a brave new on-air design, 3net is continuing to move boldly ahead as we strive to bring consumers the most dynamic and immersive in-home 3D experience possible,” said Cosgrove.

3net New Program Debuts:

PETER GABRIEL: NEW BLOOD LIVE – Sunday, November 6 (9PM ET/PT) – 3net Television Premiere:

Definitive artist Peter Gabriel's first ever 3D project, PETER GABRIEL: NEW BLOOD LIVE features an immersive, transformational experience filmed during Gabriel's concert performance with his full orchestra at London's famed Hammersmith Apollo. The special includes some of the musician's most cherished tracks, including "Biko," "Red Rain" and "Solsbury Hill." Produced by Eagle Rock Entertainment.

BLOODY GOOD – Sunday, November 20 ((PM ET/PT) – 3net Original Series Premiere:

Author and Host Mark Schatzker is a guy who takes the fascinating world of food TV by the horns. A meat expert who wrote the definitive book on steak, Schatzker travels the world in search of the best, boldest, weirdest and most delicious meats the world has to offer. A frequent contributor to Conde Nast Traveler, the Atlantic and the Toronto Globe and Mail, among other publications, he brings his unique sensibility and off-beat approach to this 3D journey to beef nirvana. Produced by Paper Route Productions, Inc. with 3net Vice President of Production and Development Tim Pastore serving as Executive Producer.

THE IMAX NUTCRACKER – Sunday, November 27 (9PM ET/PT) – World Television Premiere:

No holiday season would be complete without The Nutcracker, E.T.A. Hoffmann's classic tale of a young girl who stumbles into an enchanted kingdom ruled by a wooden prince. 3net partner IMAX brings a fresh, modern version of the classic to 3D television for the first time ever. Filmed using IMAX's award-winning large-format technology, this is The Nutcracker as it's never been seen before -- a contemporary, non-ballet adaptation of one of the world's most famous fairy tales, transformed into a colorful extravaganza.

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.

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