

FOR IMMEDIATE RELEASE

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3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX – AND RED BULL MEDIA HOUSE NORTH AMERICA BRING RED BULL’S ICONIC SPORTS AND ENTERTAINMENT EVENTS TO 3D TELEVISION FOR THE FIRST TIME EVER

-- Partnership Kicks-Off With World 3D Premiere of ‘Red Bull Rampage’ August 21 (9p ET/PT) --

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX, and innovative content producer Red Bull Media House North America (RBMH NA), have partnered to bring Red Bull’s compelling programming derived from its strong brand, sports and culture events, and athletes to U.S. television audiences in 3D for the first time ever. The partnership was announced today by Tom Cosgrove, President and CEO of 3net and Werner Brell, Red Bull Media House North America.

“We are excited about partnering with Red Bull Media House North America to bring Red Bull’s innovative long-form and short-form 3D content to audiences in the U.S. for the first time,” said Cosgrove. “This agreement underscores our ongoing commitment to deliver the most unique and compelling native 3D content possible.”

“The Red Bull Media House North America has a strong commitment to 3D technology and content,” shared Werner Brell, Managing Director of the Red Bull Media House North America. “We are proud to work with the industry leaders at 3net whose platform provides a premium destination for our content in the 3D broadcast space.”

Launched in 2001, RED BULL RAMPAGE brings the creative, unrestricted ethos of freeride mountain biking to the contest arena while staying true to the sport’s core ideals. The rugged, natural downhill terrain of remote Utah is enhanced by manmade obstacles created over the course of a month and constructed to test the nerves of the world’s best riders. The now legendary invitation-only contest features the jaw-dropping skills of the event’s competitors captured in stunning, native 3D for the first time in the event’s history. In addition to the world 3D premiere of RED BULL RAMPAGE, 3net will also premiere RBMH NA’s original short-form 3D content developed around the 2010 US Open of Surfing.

About 3net:

3net, the joint venture of Discovery Communications, Sony Corporation 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, animated children's series, 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.

About RBMH NA:

The Red Bull Media house was founded in Austria in 2007 and runs a subsidiary in North America since January 2011, though it has been producing and distributing content for the last 20 years. The Red Bull Media House North America develops compelling and innovative long-form programming and short-form content derived from its strong brand, events and athletes. Through the Red Bull Media House North America's network in over 160 countries, stories that speak to a young global audience are captured in the highest quality formats available for all media channels including television, film, print, mobile, and digital. For more information, please visit <http://www.redbullmediahouse.com>

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