



3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX – TO DEBUT WORLD PREMIERE OF GROUNDBREAKING 3D SPORTUMENTARY SERIES ‘STORM SURFERS,’ AUGUST 19, 2012

-- Adrenaline-Filled 3D Television Ride Combines Cutting Edge Science And Real-Life Drama With Some Of The Most Spectacular Surfing Ever Filmed --

July 18, 2012 – Culver City, Calif – 3net, the joint venture 24/7 3D network from Sony, Discovery and IMAX –will bring viewers an adventure beyond the extreme next month with the world premiere of the groundbreaking new 3net original series STORM SURFERS, Sunday, August 19 (9PM ET/PT). The series follows surfing legends, best friends and larger-than-life personalities Ross Clarke-Jones - a Australian Surfing Hall of Fame inductee - and two-time surfing World Champion Tom Carroll as they work with genius surf-forecaster Ben Matson to hunt down Mother Nature’s biggest waves and surf the planet’s most dangerous breaks.

The four-part mini-series features Ross and Tom - along with some of the most well known names in big-wave surfing - as they trek around the world, capturing awe-inspiring, heart-pounding footage of their adventures in 3D for the first time ever. The STORM SURFERS crew utilizes the latest in storm forecasting technology, innovative surfing gear, specialized hand-held 3D cameras and customized mounts and rigs to give viewers a never-before-seen, first-hand POV perspective of big wave riding in three dimensions.

“With STORM SURFERS, we’ve combined cutting-edge science, real-life drama and some of the most spectacular waves ever captured on film with a classic story of friendship, adventure and death-defying courage,” said Tom Cosgrove, President and CEO, 3net. “The series breaks new ground in the emerging 3D medium - literally taking viewers ‘inside the barrel’ of never-before-tamed monster waves for the first time ever in 3D.”

STORM SURFERS was produced for 3net by sixty Foot Productions Pty Ltd. Marcus Gillezeau and 3net’s Director of Development and Production Don Bland serve as Executive Producers.

STORM SURFERS –Premiere Schedule:

“Overcoming the Cow Bombie” – August 19 (9 PM ET/PT)

As the northern swell season comes to an end, Ross and Tom around off one last session with World Champion Kelly Slater in Hawaii before heading back to Australia in search of the biggest

waves in the southern ocean. When meteorologist Ben Matson green lights a mission to the west coast, the team track and ride a swell at the treacherous Cow Bombie, the very break that nearly killed Tom years earlier.

“A Strife Ahead” – August 26, 2012 (9 PM ET/PT)

After a successful side trip to the exotic and isolated Shipsterns surf break in Tasmania, an injury conscious Tom Carroll begins work on a new life vest design as the team meteorologist, Ben Matson, predicts a new swell approaching on the east coast. The team invites Brazilian female big wave surfer Maya Gabiera to join them, but upon her arrival, the swell threatens to detour throwing the team into strife.

“A Young Man’s Wave” – September 9 (9 PM ET/PT)

A surfing trip back to Ross Clarke-Jones' hometown instills a reflective mood in the two aging surfers. But ever the pioneers, they both embark on new surfboard designs before receiving an invite to an incredibly dangerous break in Sydney, where both their age and experience are a setback on this young mans' wave.

“Not Defeated” – September 16 (9 PM ET/PT)

The team laments the lack of one massive final swell of the season, but when the call comes in and their wish is granted, the team must weigh that the dangers inherent in surfing the unseen and unriden known as Turtledove. With the break 30 miles out to sea, and means of rescue or help, the Storm Surfers decide to tempt fate.

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 features the most extensive library of native 3D content in the world, including genres that are most appealing in 3D: natural history, documentary, action/adventure, travel, history, kids and family, 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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