

FOR IMMEDIATE RELEASE

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**3NET - THE 24/7 3D NETWORK FROM DISCOVERY, SONY AND IMAX
– EXTENDS DISCOVERY CHANNEL’S ICONIC ‘SHARK WEEK’
TELECAST WITH A ‘SHARKS 3D’ 24-HOUR MARATHON EVENT**

*-- World 3D Television Exclusive Brings Viewers Face-To-Face With
Earth’s Ultimate Underwater Predators --*

(Culver City, Calif.) – 3net, the joint venture 24/7 3D network from Discovery, Sony and IMAX will bring an “added dimension” to cap off Shark Week, the ultimate summertime ritual and cable television’s longest-running programming event, with the world television premiere of SHARKS 3D on Sunday, August 7 (9PM ET/PT). 3net’s 24-hour marathon 3D event kicks-off at the conclusion of Shark Week on Discovery Channel, offering viewers an extended stay in the water with these fascinating creatures.

Hosted by famed explorer and film producer Jean-Michel Cousteau, SHARKS 3D takes viewers on a breathtaking underwater voyage to experience the most advanced predators on earth in stunning 3D. The special also recreates the actual sensations divers experience when they come face-to-face with a multitude of species, including the Hammerhead, the Whale Shark, and of course, the Great White.

3net produced a unique series of “2D-to-3D” on-air promotional spots - supporting both Shark Week and the SHARKS 3D 24-hour marathon event - which will air in heavy rotation on the network throughout the week. The 2D promotional video can be viewed on 3net’s home page at www.3net.com. In addition, the event will also feature the 3net original short series SHIPWRECKS, bringing viewers along for an otherworldly 3D exploration of some of the world’s most renowned underwater treasures.

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.

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