

FOR IMMEDIATE RELEASE

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**3NET - THE 24/7 3D NETWORK FROM SONY, DISCOVERY AND IMAX –
TO DEBUT THE MOST SHOCKING 3D PROGRAM IN TELEVISION
HISTORY WITH THE WORLD PREMIERE OF SKELETON, INC.**

*-- Reality Program Follows One Extraordinary Family And Their Gruesome
Body-to-Bone Businesses --*

(Culver City, Calif.) — 3net, the joint venture 24/7 3D Network from Sony, Discovery and IMAX, is poised to bring viewers one of the most startling 3D programs ever produced for television with the world premiere of the 3net original SKELETON, INC., the true-life story of one very unusual family who has made a business of turning animal and even human bodies into works of skeletal art. The one-hour prime-time special will debut Sunday, September 18 (9PM ET/PT).

“We’ve definitely upped the ante by bringing a dramatic, shocking and very unconventional kind of reality program to 3net,” said Tom Cosgrove, the network’s President and CEO. “We expect Skeleton, Inc. to be a very provocative special - one that stretches the boundaries of 3D television by bringing the exotic business of skeletal creation to life like never before.”

Skulls Unlimited owner Jay Villemarette, along with his wife Kim and their four kids run a business like no other – and they’ve become the world’s best when it comes to bones. No animal too large, no request too unusual, the team works on everything from a human head to a 400 Barbary Lion. SKELETON, INC. follows the often astonishing and gruesome detail of processing bodies – skin, fur, organs and all – followed by a cleaning, polishing and final assembly of the skeletal remains. The result is an unusual work of art in high demand from museums, universities and everyday aficionados from around the world – all keen to add these skeletal masterpieces to their collections. SKELETON, INC. brings viewers all the morbid – and often shocking – sights and sounds of the Villermarette’s family “bone business” to life in a way only native 3D can deliver. SKELETON, INC. is produced by Hoff Productions with 3net’s Director of Development and Production Don Bland serving as the network’s Executive Producer.

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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