

**“ANIMALOPOLIS” BREAKS NEW GROUND
IN GIANT SCREEN FILMMAKING**

Academy Award®-winning team brings younger audience into the fold.

“Animalopolis,” the first film for IMAX® theaters to include children as young as three-years-old in the target audience, is generating excitement at large screen movie facilities around the world.

Directed by award-winning Tim Huntley, and produced by Graphic Films’ Paul Novros, “Animalopolis” breaks new ground as an IMAX theater documentary balancing the cinematic interests of the entire family. Prior efforts have traditionally been geared for audiences as young as six or seven years of age.

“This represents a milestone in the Giant Screen environment, as ‘Animalopolis’ appeals to a broader demographic, while not straying from its intent to involve very young movie-goers in a new experience,” said Mark Kresser of K2 Communications, the film’s distributor.

The documentary, running approximately 32 minutes, was specifically edited to maintain the attention of young viewers; yet, Kresser said that pre-release screenings have also delivered positive pre-teen, teen, and adult responses.

“We were confident that this film—given its uniqueness—would test well with a wide spectrum of the audience, and our original estimation of its impact across age lines seems to be warranted,” said Kresser.

Comprised of segments featuring a light-hearted look at the animal kingdom, it is a “Seussian-styled” treatment done in rhyme and verse that carries a humorous tone. The movie concentrates on real-world activities, such as seabird mating dances, migration, and how various species survive in the wild, while blending in fun, interesting vignettes that will enthuse and excite Giant Screen theater-goers of all ages.

Huntley, an Academy Award winner for “Up,” a live action short, has also received an Emmy® and three additional Emmy nominations. Novros has been nominated for an

Academy Award for “Alaska, Spirit of the Wild,” one of the largest grossing IMAX theater films on record, and has participated in the production of four other Academy Award-nominated films.

Slated for distribution in both 2D and 3D for IMAX and other Giant Screen theaters, as well as digital venues, “Animalopolis” is expected to generate considerable interest from the educational community. A supplemental Teacher’s Guide has been created by Omaha’s Henry Doorly Zoo to accompany the film’s release. The guide can be downloaded from the film’s web site at www.animalopolis.com. Fact cards on each of the film’s 14-featured animals can also be downloaded at the web site.

Recognized as leaders in the Giant Screen industry, K2 brings a wealth of success and experience in all aspects of production oversight, global distribution, and marketing. Beyond theatrical distribution, K2 was first to recognize and capitalize on the television aftermarket, acquiring a library of 65 films independently produced for IMAX and other Giant Screen theaters, which they converted to high quality HD format. Their library of films is now playing on television in 40 countries worldwide, and has been licensed to other media including Internet sites, airlines, cruise ships and hotel rooms. To solidify its leadership role in the industry, K2 Communications also operates the only comprehensive Giant Screen consumer/fan website, BigMovieZone.com. For more information, consult www.k2communications.com

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