

PRESS RELEASE

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COUSTEAU PRESENTS FIRST-EVER SHARK-THEMED 3D IMAX FILM JANUARY 8TH

SHARKS 3D Opens at Cannery Row's IMAX Theatre

MONTEREY, Calif. – January 5, 2009 – The Cannery Row IMAX 3D Theatre invites audiences to a stunning, immersive diving experience with SHARKS 3D, the first-ever shark-themed 3D IMAX theatre film, set to open on January 8, 2009. Audiences join the expert international team of ocean explorers on a unique round-the-globe expedition documenting the life of the ultimate predator.

"I am very pleased that Monterey Bay area residents and tourists will now get the chance to share in this truly memorable encounter with the world's great shark species, such as the Great White, Whale Shark and Hammerhead," said Jean-Michel Cousteau, President of Ocean Futures Society. "Watching SHARKS 3D is like pulling on a diving suit and swimming weightlessly with sharks all around. If you've ever wanted to know what it's really like to dive with sharks, this film is certainly a must-see."

SHARKS 3D, developed by Bella Cinema, Jean-Michel Cousteau and 3D Entertainment, in collaboration with the United Nations Environment Programme (UNEP), places the audience in the middle of the colorful undersea world. Along with incredible shark encounters, audiences will get up close with sea lions, be surrounded by huge schools of fish and get so near to manta rays and jellyfish swimming past that they can reach out and touch them!

Principal photography on SHARKS 3D required an extensive nine-month shoot totaling 500 dive hours. The film was shot on location in Guadalupe Island, Socorro Island, Revillagigedos and the Sea of Cortez (Mexico), Malpelo Island (Colombia), the Red Sea (Egypt), Sodwana Bay (South Africa), Inhambane (Mozambique), San Diego (USA) and Rangiroa Atoll (French Polynesia).

The Cannery Row IMAX Theatre along with AT&T The Real Yellow Pages brings SHARKS 3D to life in grand fashion, offering a unique 3D experience from each of its 290 stadium-style seats with high-definition images projected in large format onto the giant screen with 12,000 watts of pure digital surround sound.

Showtimes beginning January 8th are 11:00am, 1:00pm, 3:00pm, and 5:00pm daily. The Cannery Row IMAX Theatre is located at 640 Wave Street in Monterey. To purchase individual tickets, please visit www.bellacinema.com or call 831-372-4629.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.