



PRESS RELEASE

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SLINGSHOT ENTERTAINMENT AND LANGER JUICE COMPANY ANNOUNCE PROMOTION FOR ORIGINALLY PRESENTED IN IMAX[®] THEATERS

Two Dollar Instant Redemption for DVD Titles to Appear on Packaging

Burbank, CA – SlingShot Entertainment, the world's largest supplier of large format films on DVD, and Langer Juice Company, producer of a full range of top quality fruit juices, will join forces in the first-ever promotion of its kind. Two million labels of Langers 100% Juices will feature key art from SlingShot's best selling and newly released large format film titles. The promotional offer will be communicated prominently on the front and side label panels.

The promotion, which provides an instant two dollars off DVD titles "Originally Presented in IMAX[®] Theaters" at participating retailers, will be on shelves from April through June of 2002 and valid through September 2002.

National awareness for the promotion will be generated via in-store POP at supermarkets that carry Langers' product. Additionally, the promotion will be featured on Langers' website www.langers.com and SlingShot's website www.slingshotent.com/langers where consumers will be able to purchase DVDs online for two dollars off. Langers will receive an in-pack offer in SlingShot DVDs for one dollar off the purchase of two Langers 100% Juices.

"We are excited to be partnering with Langers on this promotion. They are a natural fit for us and we look forward to further extending our brand to Langers' demographic," explained Mitch Perliss, Vice President and General Manager of SlingShot Entertainment.

"This promotion marks a turning point for Langers, as this is the first time we have partnered on an instant redemption program, and we look forward to its inevitable success," said Langer Juice Company Vice President, Bruce Langer.

Family owned Langer Juice Company, Inc., has emerged as a major force in the very competitive juice industry. Producing beverages in many of the high volume categories that include apple, cranberry, grape, citrus and tropical blends, the Langer brand can be found in major retailers across the west, mid-west and southwest. Recently they have expanded their Langers 100 product line to include nine varieties of enhanced 100% juices, which contain added nutrients, essential antioxidants, minerals and herbs. Langer Juice Company is located in City of Industry, CA.

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SLINGSHOT

SlingShot Entertainment is the world's largest distributor of large format films on DVD and video. Located in Burbank, CA, SlingShot is affiliated with The Enterprise Group, a multi-media conglomerate that provides a variety of world-class services for audio, video, DVD, interactive and live productions. Enterprise Studio was named #2 Mixing Studio of 2001 by Billboard Magazine. SlingShot's complete DVD collection ranges from an eclectic mix of movies originally presented in IMAX® theaters to cult and classics films and a host of animated features for all ages.

FOR MORE INFORMATION OR TO OBTAIN ARTWORK, CONTACT:

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