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SLINGSHOT ENTERTAINMENT AND THE MUSEUM OF SCIENCE AND INDUSTRY - CHICAGO ANNOUNCE DVD AND VIDEO DISTRIBUTION AGREEMENT FOR "SOLARMAX"

Companies extend home video relationship with signing of MSI's hottest new release

June 15, 2001. Burbank, CA. SlingShot Entertainment, the world's largest distributor of large format films on DVD and video, and the Museum of Science & Industry-Chicago, one of the largest and most prestigious science centers in the world, announced the signing of a worldwide seven-year agreement to distribute *Solarmax*, the newest large format film produced by MSI, on DVD and video.

Solarmax, a 40-minute large format film, tells the story of humankind's struggle to understand the sun. The movie premiered in September 2000 to excellent international reviews and will be available on DVD and video in October 2001. "As is invariably the case with large-format movies, there are some very beautiful moments," states Mitch Perliss, Vice President of SlingShot Entertainment, "including a time-lapse sequence that shows the summer sun circling the Arctic horizon and that shimmering curtain of light known as the aurora borealis. What really will blow viewers' minds is the new footage of the sun itself, so spectacular that a disclaimer at the beginning of *Solarmax* assures the viewer that it's the real thing and not some CGI copy."

Teresa Franklyn, Product Manager for SlingShot, is spearheading a variety of bonus features to enhance the DVD viewing experience. "Aside from the popular and customary features such as a Making of Featurette and a Director's Commentary, we're excited to add captivating footage of the aurora as well as an Amazing Sun Facts Trivia and a Scientific Milestones timeline, among other features not yet finalized," enthused Ms. Franklyn.

"We're very pleased with the experience we've had with SlingShot marketing our DVDs and videos in the past," commented John Wickstrom, Executive Producer of *Solarmax* and Director of Film Operations. "We're excited about the prospects for even greater success with *Solarmax* and expect to announce the release of an additional large format title on DVD and video through SlingShot in the near future."

The Museum of Science and Industry- Chicago, one of the most beloved and visited museums in the world, opened its doors in 1933 to inspire the inventive genius in everyone. Since then 160 million visitors have explored the more than 350,000 square feet of hands-on interactive exhibits.

SlingShot Entertainment is the world's largest distributor of large format films on DVD and video with over thirty large format films in their catalog. Located in Burbank, CA, Slingshot is a division of The Enterprise Group, a multimedia conglomerate that provides a variety of world-class services for audio, video, DVD, interactive, and live production.

For more information contact:

Mitch Perliss
Vice President/General Manager
818-973-2480
Mitch@slingshotent.com

Teresa Franklyn
Product Manager
818-973-2480
TeresaF@slingshotent.com