

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 22, 2002

SLINGSHOT ENTERTAINMENT AND THE HOUSTON MUSEUM OF NATURAL SCIENCE ANNOUNCE DVD AND VIDEO DISTRIBUTION AGREEMENT FOR “KILIMANJARO: TO THE ROOF OF AFRICA”

Companies Create New Home Video Relationship With Signing of HMNS’ Hottest New Release

July 22, 2002 - Burbank, CA. SlingShot Entertainment, the world’s largest distributor of large format films on DVD and video, and the Houston Museum of Natural Science, one of the largest and most prestigious science centers in the world, announced the signing of a worldwide seven-year agreement to distribute *Kilimanjaro: To the Roof of Africa*, the newest large format film produced by HMNS, on DVD and video.

Kilimanjaro, a 40-minute large format film, documents a band of trekkers as they journey through rugged terrain and extreme conditions to look out from Africa’s highest point in the latest mountain adventure film from David Breashears (Co-Director and Expedition Leader of *Everest*). This film takes its viewers to the expansive slopes of Mount Kilimanjaro where they can experience the extremes of five climate zones and majestic landscapes of this mystical mountain.

The movie premiered in March 2002 to excellent reviews and will be available on DVD and video in October 2002. “We’re excited about releasing *Kilimanjaro* on DVD,” commented Mitch Perliss, Vice President of SlingShot Entertainment. “The film is an eye-opening experience that moves beyond a mere climb and tells a great story about the personal trials and tribulations this diverse group of climbers had to face during their trek.”

“Jennifer Kahn, our Director of Product Development, is spearheading a variety of bonus features to enhance the DVD viewing experience. *Kilimanjaro* is a title that lends itself perfectly to DVD bonus features,” continues Perliss. “In addition to producing a “Making Of” for the title, we will be presenting information on Mount Kilimanjaro that will be both entertaining and educational to viewers of all ages.”

“I’m very excited to be a part of the release of the DVD,” stated Director/Producer David Breashears, who created the “Making Of” and is expected to create a Director’s Commentary. “*Kilimanjaro* was, in many ways, a much more difficult movie to make than *Everest*, and I’m excited that it will be available on DVD before the end of the year.”

“SlingShot has produced and distributed several of our other theatrical films on DVD and we’re pleased to partner with them on *Kilimanjaro*,” commented Charlotte Brohi, Director of Film Distribution of the Houston Museum of Natural Science. “It has been a great experience to

see how they've marketed DVDs and videos in the past, and we are excited about the prospects for *Kilimanjaro*. We anticipate announcing the release of an additional large format title on DVD and video through SlingShot in the near future.”

Founded in 1993, the Film Distribution Department of the Houston Museum of Natural Science is an industry leader in the coordination, production and distribution of large format films. As one of three museum-based distributors of large format films, HMNS is one of the most active, with 5 films released in just over 8 years.

David Breashears is the world's most accomplished high altitude mountaineer/filmmaker. Breashears has combined his climbing expertise and filmmaking vision in dozens of adventure film projects, several of them involving ascents of Mount Everest. In 1983 Breashears transmitted the first live pictures from the summit of Mount Everest for ABC Sports, winning an Emmy® for Innovative Technical Achievement. In 1985, he became the first American to reach the summit of Everest twice. In 1996, Breashears was Co-Director, Director of Photography and Expedition Leader for the large format film *Everest*.

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 contact:

SlingShot Entertainment:

Mitch Perliss
Vice President/General Manager
818-755-8888
mitch@slingshotent.com

Jennifer Kahn
Director of Product Development
818-755-8888
jennifer@slingshotent.com

Houston Museum of Natural Science

Charlotte Brohi
Director of Film Distribution
713-639-4725
cbrohi@hmns.org

KILIMANJARO: To the Roof of Africa

Street Date: October 8, 2002

DVD

Catalog #: SDVD9903
UPC #: 0 1707 89904 2
SRP: \$19.99
TRT: 65 minutes
Bonus Features: The Making of Kilimanjaro,
Trivia, Theatrical Trailer
Audio/Video: Dolby Digital 5.1 Surround Sound,
DTS, Color

VHS

Catalog #: SVHS9096
UPC #: 0 1707 89903 3 1
SRP: \$14.99
TRT: 39 minutes
Audio/Video: Dolby Digital Stereo, Color