

PRESS RELEASE

FOR IMMEDIATE RELEASE

October 23, 2002

SLINGSHOT ENTERTAINMENT AND SK FILMS ANNOUNCE
DVD AND VHS DISTRIBUTION AGREEMENT FOR
STRAIGHT UP! HELICOPTERS IN ACTION

SlingShot To Develop Interactive Bonus Features

For DVD Release!

Burbank, CA -- SlingShot Entertainment, the world's largest distributor of large format films on DVD and VHS, and SK Films announced today the signing of a worldwide multi-year agreement to distribute *STRAIGHT UP! Helicopters in Action* on DVD and VHS. *STRAIGHT UP! Helicopters in Action* is a 42-minute large format film about helicopters that are not only capable of responding to emergencies, but often make the difference between life and death. SK Films originally produced the film for the Smithsonian Institution's prestigious National Air and Space Museum.

The film premiered at the National Air and Space Museum in Washington, DC on September 18, 2002 and SlingShot Entertainment will release it on DVD on February 18, 2003. □

"*STRAIGHT UP!* is an entertaining and informative movie," commented Mitch Perliss, Vice President of SlingShot Entertainment. "Through this movie, the viewer experiences a dramatic sea-air rescue, reconnaissance exercises with the U.S. Marine Corps, the relocation of endangered black rhinos in South Africa, live high-tension wire repair by helicopter, and much more. It's amazing to see the various uses of this incredible machine up close and in the glory of the IMAX® format.

Jennifer Nelson, Director of Product Development for SlingShot, is spearheading a variety of bonus features to enhance the DVD viewing experience. She'll be working with SK Films, the film's sponsors, and other resources to develop interactive bonus features that showcase some of the fascinating things that rotorcraft can accomplish. □

"We're delighted to be working with SlingShot to bring *STRAIGHT UP!* to audiences on DVD," commented Jonathan Barker, President of SK Films. "From the world-leading Smithsonian Institution's National Air & Space Museum to Director and Cinematographer Dave Douglas, Narrator Martin Sheen, Songwriter and Performer Bruce Springsteen right through to the choice of SlingShot, we have collaborated with the very best organizations and individuals in making and releasing this film."

STRAIGHT UP! Helicopters in Action is the National Air and Space Museum's ninth large format film presentation. In addition to showing at the Lockheed Martin IMAX® Theatre, it will have a featured run in the theater of the museum's new companion facility -- the Steven F. Udvar Hazy Center -- opening at Washington Dulles International Airport in December 2003. The Udvar-Hazy Center will be home to the museum's extensive vertical flight collection.

Founded by Shaftesbury Films Inc. in partnership with Robert Kerr, the co-founder and retired CEO of Imax Corporation, SK Films develops, produces and distributes films for IMAX® and other large format theaters worldwide. The company's product lineup includes documentary and dramatic material for the broad market of both institutional and commercial theaters and for exploitation in other media.

SlingShot Entertainment is the world's largest distributor of large format films on DVD and VHS. Located in southern California, SlingShot is affiliated with the Enterprise Group, a multi-media conglomerate that provides a variety of world-class services for audio, video, DVD and live productions. SlingShot's complete DVD collection ranges from an eclectic mix of movies originally presented in IMAX® theaters to cult and classic films and a host of animated features for all ages.

[] []

FOR MORE INFORMATION CONTACT:

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

Jennifer Nelson
Director of Product Development
818-973-2480
Jennifer.Nelson@SlingShotent.com

Sue Procko or Krista Erickson
Sue Procko Public Relations
323-653-5153
sprockopr@aol.com