

MACGILLIVRAY FREEMAN'S  
**HURRICANE**  
ON THE  
**BAYOU**

For Immediate Release

**MacGillivray Freeman Films and The Weather Channel Sign Multi-Million Dollar Sponsorship Deal for "HURRICANE ON THE BAYOU"**

Original Giant Screen Film About Louisiana's Vanishing Wetlands and the Effects of Hurricane Katrina  
Opens December 22 in Select IMAX® Theatres Worldwide

Laguna Beach, California, November 1, 2006—**MacGillivray Freeman Films** today announced a multi-million dollar sponsorship agreement with **The Weather Channel** for the company's original giant screen film ***Hurricane on the Bayou***, premiering in select IMAX theatres worldwide on December 22.

As the presenting sponsor of the film, The Weather Channel will leverage its multi-faceted media network to create a co-branded promotional campaign for the U.S. release of the film, including a multi-million dollar advertising campaign with national and local TV spots on The Weather Channel, extensive on-line promotions that leverage the position of weather.com as one of the top-five news, entertainment and information web sites in the world, premiere events, a national publicity campaign, and cross promotions with local cable affiliates. The promotion is expected to generate more than 58 million impressions.

"The Weather Channel is the number one name in town when it comes to severe weather reporting and we are delighted to be partnering with them in such a major way for the release of *Hurricane on the Bayou*," says **Greg MacGillivray**, President of MacGillivray Freeman Films. "The marketing and promotional support they can provide through their extensive media channels will translate into increased viewers for the film and enhanced performance at the box office."

"*Hurricane on the Bayou* is a film with a clear message regarding hurricane impact and the importance of key environmental issues," said **Lynn Brindell**, Senior VP of Marketing at The Weather Channel. "We look forward to working with MacGillivray Freeman Films to further educate the public and drive awareness of the film with the power of The Weather Channel brand."

Narrated by **Meryl Streep**, *Hurricane on the Bayou* brings into focus the startling loss of Louisiana's wetlands both before and after Hurricane Katrina. Told through the stories of four musicians whose lives were deeply affected by the storm, *Hurricane on the Bayou* is both a haunting document of Katrina's powerful effects and a compelling message of hope for rebuilding Louisiana's coastline as its first line of defense against future storms. The film is produced and distributed by MacGillivray Freeman Films with Executive Producer **Audubon Nature Institute** and in association with **MacGillivray Freeman Films Educational Foundation**.

A 24-hour, 7-day television network devoted entirely to weather and available in 91 million homes, The Weather Channel is the ultimate source of weather reporting with news outlets now spanning several mediums. Its web site receives more than 25 million unique visitors each month and is consistently rated in the top five for news, entertainment, and information web sites by Media Metrix.

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of IMAX theatre films with more than 30 giant screen films to its credit. Throughout the company's 40-year history, the company's films have won numerous international awards including two Academy Award® nominations. The company's 1998 blockbuster hit *Everest* achieved unprecedented acclaim and box office success and is the highest grossing giant screen film of all time. MacGillivray Freeman's films are known for their artistry and celebration of the natural world.

Audubon Nature Institute operates a family of museums and parks based in New Orleans and dedicated to celebrating the wonders of nature. Audubon Nature Institute's flagships include Audubon Park, Audubon

Zoo, Audubon Aquarium of the Americas, Entergy IMAX Theatre, Audubon Louisiana Nature Center, Audubon Center for Research of Endangered Species, Freeport-McMoRan Audubon Species Survival Center, Woldenberg Riverfront Park and Audubon Wilderness Park. The Institute's mission includes preserving native Louisiana habitats, exhibiting the diversity of wildlife, educating a diverse audience about the natural world and enhancing the care and survival of wildlife through research and conservation.

**For more information, please visit [www.hurricaneonthebayou.com](http://www.hurricaneonthebayou.com) or contact:**

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