

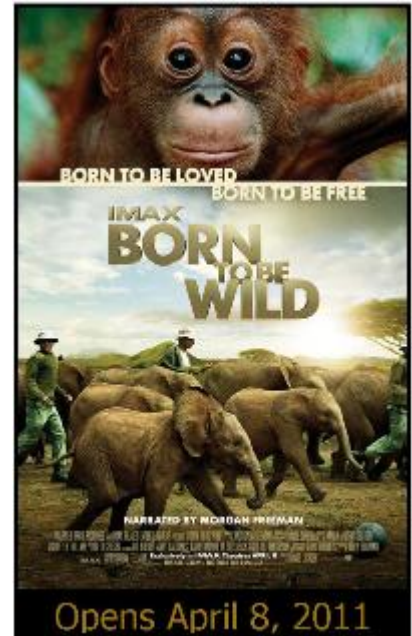


April 4, 2011

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BORN TO BE WILD JOURNEYS INTO THE RIVERFRONT PARK IMAX ON APRIL 8TH

Latest IMAX® Documentary Narrated by Morgan Freeman



Join IMAX and Warner Bros. Pictures on a miraculous journey of second chances when *Born to be Wild* opens on April 8th at the Riverfront Park IMAX. Follow these young orphaned elephants and orangutans on the trip of a lifetime, from birth to their rebirth into the wild.

This family friendly documentary will transport moviegoers around the world to the far stretches of Kenya and Borneo and will inspire them to take action and save earth’s precious creatures.

Narrated by Academy-Award® winner Morgan Freeman, *Born to be Wild* is an inspiring story of love, dedication and the remarkable bond between humans and animals. This film documents orphaned orangutans and elephants and the extraordinary people who rescue and raise them—saving endangered species one life at a time. Stunningly captured in IMAX, *Born to be Wild* is a heartwarming adventure transporting moviegoers into the lush rainforests of Borneo with world-renowned primatologist Dr. Biruté Mary Galdikas, and across the rugged Kenyan savannah with celebrated elephant authority Dame Daphne M. Sheldrick, as they and their teams rescue, rehabilitate and return these incredible animals back to the wild.

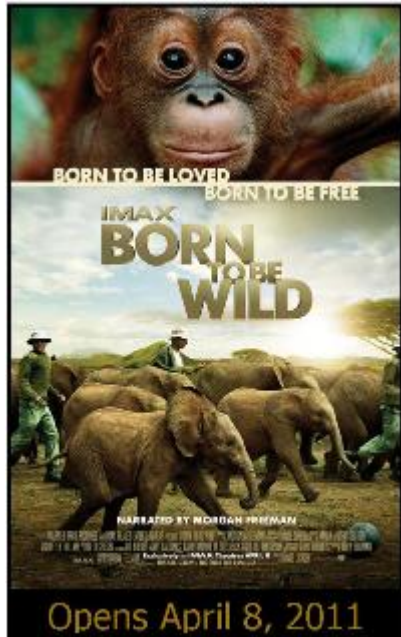
“Spending so much time among the orphaned elephants and orangutans in this film was a life changing experience,” said Producer/Writer Drew Fellman. “And IMAX makes it possible to share that wonder with the audience in a very profound way that takes us directly into the lives and struggles of these amazing animals.”

Born to be Wild is a presentation of Warner Bros. Pictures and IMAX Filmed Entertainment. Directed by David Lickley and written and produced by Drew

Fellman, the behind the scenes team includes supervising line producer Diane Roberts, associate producer Jill Ferguson, director of photography David Douglas and editor Beth Spiegel. Music is composed by Mark Mothersbaugh. Born to be Wild will open April 8, 2011 exclusively in IMAX theatres.

The film has been rated G and has a run time of 45 minutes.
(NOTE: This movie is not 3D)

Opens April 8, 2011



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**Please note, scheduled hours are subject to change.*

About Riverfront Park

Spokane's fabulous hand-carved Loeff Carrousel is a focal point in our 100-acre urban park, located on the site of the Expo '74 World's Fair. Here you'll find lots to do and explore year round including the Ice Palace, the Carrousel and the following:

- Natural beauty of lush green meadows and a cascading river
- Scenic SkyRide over the Spokane Falls
- Thrilling experiences with the giant screen IMAX Theatre
- "Enchanted Forest" Mini-Golf
- Nostalgic rides on the 1909 historic Loeff Carrousel

- Traditional fun with the Dragon Coaster, Ferris Wheel, Bumper Cars, and more

Riverfront Park embraces a full schedule of family entertainment and events such as First Night Spokane, Bloomsday Post-Race Celebration, Spokane's 4th of July Community Celebration, Hoopfest, Unity in the Community, Kid's Day, Spokane Falls Northwest Indian Encampment & Powwow, Pig-Out in the Park, plus many outdoor concerts & other community activities, all located in Spokane's Premiere Playground. For more information please visit www.spokaneriverfrontpark.com

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