

R&B Films Announces First HD Title To Be Released In Both HD-DVD and Blu-ray Formats

Initial Release Features Large Format Classic “Chronos”
In Dueling High Def DVD formats

Los Angeles, Calif. -- November 22, 2005 – **R&B Films** announced today they will be releasing the first commercially available HD-DVD and Blu-ray title – “*Chronos*”, the quintessential large format film. Although the industry is still debating which of the new high definition formats will be adopted as the new standard, R&B has chosen to make their signature title available in both formats, thus allowing early adopters the chance to add this visually and aurally powerful film to their libraries, regardless of which format they have backed. In fact, these discs may well present the most balanced test for the competing formats, as consumers can sample the quality and features of each while using the same film as a benchmark.

“*Chronos*” appears in an extraordinary new digitally restored and re-mastered Special Collector's Edition. A visual symphony in seven movements, *Chronos* embarks on a cinematic journey across the worlds of natural beauty and manmade monuments as it explores the essence of time. The film, shot entirely in time lapse, captures extraordinary visuals and marries them to a robust Surround Sound score presented in Hi-Def DTS 96/24. Home theater aficionados will welcome this title as their go-to disc for demonstrations of system prowess and viewers will find its stunning sights and evocative soundtrack a natural for repeat showings.

Grand Prize winner at the International OMNIMAX® Film Festival, “*Chronos*” passes through many must-see geographical and architectural settings from New York and Paris to the Grand Canyon, Monument Valley and Segovia Castle as it casts its spell on viewers young and old. The film was originally shot in the IMAX 70 mm format and was released theatrically in IMAX® Theaters. A presentation of the Reuben H. Fleet Space Theater and S.E.M. La

Geode & Magidson Films, Inc., *Chronos* was directed and photographed by Ron Fricke with music composed and performed by Michael Stearns.

R&B will release the pair of HD titles in January of 2006 through their strategic partners, Goldhil Entertainment. In addition, R&B will be making copies available to consumer electronics equipment manufacturers to promote the latest in new platform high definition DVD players. "I'm a great believer in letting the consumers decide what they want," says R&B president Rich Casey. "I see no reason why anyone should be prohibited from enjoying great films due to their High Definition format."

Casey has long been a champion of new technology and advocates advancing the state-of-the-art in entertainment product whenever possible. "We've spared no effort in making our DVDs the highest quality, most technologically advanced home entertainment products on the market," says Casey. His commitment to higher quality has made him an industry leader with the Ultimate DVD Collection Series of demonstration discs, the first 96/24 DTS Surround title (the standard DVD release of "*Chronos*") and the first home theater set-up and calibration disc produced in multiple languages.

"But technology alone doesn't get the job done," says Casey. "It's finding people whose artistry and creative passion makes them seek out new and more potent ways to express their vision, ways that significantly enhance the viewer's emotional connection to the film."

Turning concept into reality via HD - DVD and Blu-ray authoring and replication is the work of Technicolor, the preeminent pioneers of advanced methods for delivering visual entertainment to millions of people through film, digital cinema, video, and optical technologies.

R&B Films fully intends to embrace both HD formats by releasing additional titles, as part of their ongoing commitment to harness new technologies and nurture artistic vision in the pursuit of an improved home entertainment experience.