

# MACGILLIVRAY FREEMAN FILMS

FOR IMMEDIATE RELEASE:

## ***Greece: Secrets of the Past* Is the Highest Grossing 2-D Original Giant Screen Film Of 2006; Box Office Surpasses \$10 Million and Counting**

The Release Marks MacGillivray Freeman's Sixth Consecutive Great Adventure Film®  
Release to Become the Highest Grossing Giant Screen 2-D Documentary Film of the  
Year in Which It Was Released

**Laguna Beach, CA, January 17, 2007**—MacGillivray Freeman Films today announced that *Greece: Secrets of the Past* is the highest grossing 2-D giant screen film of 2006 having taken in worldwide box office receipts of more than \$10 million since its platform release in February 2006. Lauded by film critics for its sweeping large format cinematography and ground-breaking giant screen special effects, *Greece: Secrets of the Past* has opened in 43 IMAX® theatres and other giant screen cinemas. More than 55 theatres have licensed the film for exhibition to date.

The film's strong box office performance marks another milestone for MacGillivray Freeman Films. *Greece: Secrets of the Past* is the company's sixth consecutive Great Adventure Film® to become the highest grossing giant screen 2D documentary film of the year in which it was released, following *Everest* (1998), *Dolphins* (2000), *Journey into Amazing Caves* (2001), *Coral Reef Adventure* (2003) and *Mystery of the Nile* (2005). The company's Great Adventure Film series is a brand that encompasses original giant screen productions based on real-life adventures in remote locations that celebrate the discovery of the natural world.

*Greece: Secrets of the Past* has also received various industry accolades and was honored in September with the GSTA Achievement Award for Best Soundtrack of the Year. The awards are voted on by the members of the Giant Screen Theater Association. The film was also nominated to receive a VES Award for Outstanding Visual Effects in a Special Venue Project. The VES Awards will be presented on February 11.

“We always hoped that giant screen audiences would embrace this unique time travel adventure back to the ancient past, and the film's widespread success indicates that they have,” said producer/director Greg MacGillivray. “People very much want to experience inspiring, educational films like *Greece*, and we are proud that our films consistently deliver the magic and wonder of the world to audiences around the world.”

Adds Alex G. Spanos, the film's presenting sponsor: “*Greece* has captured the majestic and inspiring nature of a glorious past in some of the most thrilling images I have ever seen. I am very proud of the work that MacGillivray Freeman Films has produced. Taking part in this exciting project has been a highlight for me.”

(continued)

## **Greece: Secrets of the Past Top's 2-D Box Office Chart—Page 2**

Narrated by Nia Vardalos (*My Big Fat Greek Wedding*), *Greece: Secrets of the Past* transports audiences back in time to the dawn of democracy and the birthplace of Western Civilization on a quest to uncover the buried secrets of one of the world's most enlightened societies – ancient Greece. The film features state-of-the-art computer-generated special effects, including the most expensive, labor-intensive single CGI scene ever in a giant screen film. In an emotional reconstruction sequence nearly four minutes long, innovative computer modeling restores the Parthenon to its original glory at the height of the Greek Empire.

“As the remarkable success our Great Adventure Films have shown time and time again, there is an eager audience for original giant screen productions,” said Mike Lutz, Director of Distribution at MFF Distribution Company. “We know that the *Greece: Secrets of the Past* story, not to mention its breathtaking cinematography, will remain relevant to all audiences for many years to come”

*Greece: Secrets of the Past* is produced and distributed by MacGillivray Freeman Films and presented by Alex G. Spanos in association with the Canadian Museum of Civilization and Museum Film Network with major funding provided by the National Science Foundation and MacGillivray Freeman Films Educational Foundation. The film is produced and directed by two-time Academy Award<sup>®</sup>-nominee Greg MacGillivray; written and edited by Stephen Judson; director of photography is Brad Ohlund; music by Steve Wood.

### **About MacGillivray Freeman Films**

MacGillivray Freeman Films is the largest, most experienced independent producer and distributor of giant screen 70mm films in the world. Throughout the company's 40-plus-year history, its films have won numerous international awards including two Academy Award<sup>®</sup> nominations for Best Documentary Short Subject for *Dolphins* and *The Living Sea*. In 1998, the giant screen film *Everest* achieved unprecedented acclaim and box office success and is the highest grossing large format film of all time. MacGillivray Freeman's films are known for their artistry and successful blend of education and entertainment, as well as their celebration of science and the natural world.

[www.greecefilm.com](http://www.greecefilm.com)  
[www.macfreefilms.com](http://www.macfreefilms.com)

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