

Minds Eye Entertainment ACQUIRES TELEVISION RIGHTS FOR OLYMPIC CHAMPIONS AND GOLD MEDALLISTS JAMIE SALÉ AND DAVID PELLETIER'S PURSUIT OF OLYMPIC GOLD

Minds Eye Entertainment signs development deal with CTV to bring the story of Olympic Gold to television

Minds Eye International set to distribute the television movie worldwide

February 5, 2003 – (Regina, SK) Minds Eye Entertainment (formerly *Minds Eye Pictures*), Western Canada's largest independent production company, has announced that they have acquired the television rights to the true story of Canadian pairs figure skaters Jamie Salé and David Pelletier, including their Gold Medal win at the 2002 Winter Olympics in Salt Lake City. **Minds Eye Entertainment** also announced it has signed an agreement with CTV, Canada's largest private broadcaster, to develop the story into a made for television movie for the Network.

The movie will chronicle Salé and Pelletier's early career challenges and show them joining forces to become the 2001 World Figure Skating Champions en route to their Olympic Gold medal at the 2002 Winter Olympics in Salt Lake City, the competition now notorious for a judging scandal that rocked the foundations of the figure skating world.

After an Olympic inquiry exposed the fraudulent judging practices and awarded them the gold medal, the two became international media personalities, appearing on the *Today Show*, *the Tonight Show with Jay Leno*, *the Rosie O'Donnell Show*, as well as gracing the covers of both *Newsweek* and *Time* magazines. They have now turned professional and have utilized their newfound fame to benefit many charitable causes.

"We are delighted that we are able to join forces with Jamie and David to tell the story of their rise to Olympic glory for television audiences," says producer Josh Miller of **Minds Eye Entertainment**. "We're certain the movie will strike a chord with the multitude of figure-skating fans around the world and especially for Canadians who are so proud of Jamie and David's remarkable accomplishments."

"Jamie and David's ultimate Olympic gold medal story became an international sensation and earned them legions of fans around the world," says Kevin DeWalt, C.E.O and president of **Minds Eye Entertainment** and president of Minds Eye International. "We are delighted to add this true story to our slate and are confident it will meet with positive feedback from our international buyers."

The movie will be produced by Josh Miller of **Minds Eye Entertainment** and will be executive produced by Kevin DeWalt of **Minds Eye Entertainment**.

Established in 1986, **Minds Eye Entertainment** (formerly *Minds Eye Pictures*) is a fully integrated production, post-production and distribution entity with offices across Canada. As Western Canada's largest independent film and television production company, **Minds Eye Entertainment** is currently in production with the feature film *Falling Angels* with Miranda Richardson and season one of legal drama *Just Cause* (W Network, PAX TV) and recently completed the television movie *Betrayed* (CBC), season two of *2030CE* (YTV), season four of *Mentors* (Family Channel), and season two of *Prairie Berry Pie* (APTN). The Company website is www.mindseyepictures.com.

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It boasts the number-one national newscast, CTV News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTV owns 21 conventional television stations across Canada and has interests in 15 specialty channels, including the number-one Canadian specialty channel, TSN. CTV is owned by Bell Globemedia, Canada's premier multi-media company. More information about CTV may be found on the company Web site at www.ctv.ca.

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