

**“Ultramarathon Man: 50 Marathons, 50 States, 50 Consecutive Days”
Chronicles Ultramarathon Legend Dean Karnazes’ Feat Coming to Cinema
City Theatres, July 31st,
Screenvision to Debut Journeyfilm’s Extraordinary Documentary of the
Ultramarathon Man and his Extraordinary Feat of Running 50 Marathons in
50 States in 50 Days**

New York, NY (July TK, 2008) – Screenvision, a national leader in cinema advertising, will present the national premiere of Journeyfilm’s feature documentary *UltraMarathon Man: 50 Marathons • 50 States • 50 Days*. The film, which chronicles the amazing feats of running legend Dean Karnazes and The North Face Endurance 50, in which he ran 50 marathons in 50 different states in 50 consecutive days will be showcased at the **CinemaCity Theatres on July 31st, 2008**. Tickets are \$TKTK each and purchase information and show times can be found at www.50marathons.com.

"Inspiration is a two-way street, and I've been so touched by the many people who joined me during this incredible expedition," said Karnazes. "Running is often an individual sport, but it brought us all together. I'm thrilled that this documentary is here to continue to inspire—it's a true symbol of what people can achieve if they aspire to explore their personal limits."

Karnazes has made his mark in the running world by pushing his body to inconceivable limits. The North Face Endurance Team athlete's many accomplishments include first place at the Badwater Ultramarathon (a 135-mile run across Death Valley in 130 degree temperatures), the South Pole marathon (in negative 40 degree weather), completing a 200 mile relay solo, and finishing a non-stop 350-mile run. *UltraMarathon Man* follows Karnazes on The North Face Endurance 50 as he defies the limits of human endurance, inspires thousands of Americans to join him along his journey, and unites people of all ages and abilities in achieving their own dreams.

UltraMarathon Man is directed by JB Benna (*The Runner*) and produced by both JB and Jennifer Benna of Journeyfilm. The documentary is aligned with The North Face, the world's premier supplier of authentic, innovative, and technically advanced outdoor apparel, equipment, and footwear.

ABOUT SCREENVISION

Headquartered in New York, N.Y., Screenvision is the world's foremost cinema advertising company, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services for its theatrical exhibitor partners. In the U.S., the Screenvision cinema advertising network is comprised of more than 14,000 screens in over 2,300 theatre locations across all 50 states and 92% of DMAs nationwide and delivers approximately 530 million consumer impressions annually through more than 150 theatrical circuits. Screenvision is a joint venture between ITV plc (LSE: ITV), the UK's largest commercial television network, and Thomson (Euronext Paris: 18453; NYSE: TMS), a global supplier of technology, services, and systems to the media and entertainment industries. For more information: <http://www.screenvision.com>.

ABOUT JOURNEYFILM

Journeyfilm is a film production and distribution company that focuses on adventure, sports, and travel. Established in 2005, the company is led by filmmaker JB Benna, a USC Cinema/TV graduate and outdoor enthusiast with an adventure resume that includes the 2,700 mile Pacific Crest Trail and the upcoming Tahoe Rim 100 Mile Endurance Run. Since its launch, Journeyfilm has produced documentaries such as The Runner (David Horton's 2,700 mile run of The Pacific Crest Trail), UltraMarathon Man: 50 Marathons * 50 States * 50 Days (Dean Karnazes's North Face Challenge), Spinning Southward (a 16,000 Mile Bike Journey from Alaska to Chile for the Brain Tumor Foundation) and GoLite's Andy Skurka and his 7000 Mile Trek. Benna and his team are also committed to raising awareness for conservation, simpler living, and greater appreciation of the world. For more information: <http://www.journeyfilm.com>

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