



Press Release

'Friends for Life' in 3-D Coming Soon to Theaters

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LOVELAND, Colo., May 14, 2009 / PRNewswire / – The most honored film in the 35 year history of **Grizzly Adams® Productions** is about to enter a whole new dimension, according to Charles E. Sellier, the company's CEO. San Diego-based PassmoreLab is converting the feature film "Friends for Life" into 3-D entertainment for 3-D theatrical exhibition.

"We created 'Friends for Life' so the whole family can enjoy a redeeming, life-affirming film together," Sellier explains. "This story of wolf pups, grizzly bears and a family coming together is a perfect vehicle for the 3-D process."

Greg Passmore, CEO of the company that bears his name, observes, "3-D has finally overcome the technical hurdles of the past. Gone are the days of colored glasses, headaches and ugly imagery. PassmoreLab employs leading edge technology to insure 'Friends for Life' is not just a 3-D movie, but an engaging experience as if you were actually standing in the woods with the characters."

David Balsiger, senior producer at Grizzly Adams, states: "Oscar-winning directors including Robert Zemeckis, 'The Polar Express,' and James Cameron, 'Avatar,' have already made the connection between family audiences and 3-D."

There is currently a rush by theater owners to add 3-D digital projectors to their locations. Carmike Theaters, which operates 2,300 theater screens, has brought their 3-D screen total to 500. Meanwhile, Regal Theaters, the largest U.S. movie chain, plans to install 3-D technology in 1,500 auditoriums with their current 3-D total hovering around 240.

A story about life, death and the critical importance of friends, "Friends for Life" tells the story of a retired big-city attorney living in a small mountain town who suffers loneliness after the death of his wife. One day in the woods, he discovers four orphaned wolf pups that face certain death. He cares for the pups until they are old enough to go back into the wild. Alone again, he becomes embroiled in helping the town fend off an unscrupulous land developer. Again out in the woods, he is attacked by a grizzly bear, only to be saved by the reappearance of the wolves. His gift of life to the wolves is repaid and he has four loyal friends for life.

In keeping with previous Grizzly Adams films, the show uses animals in the wild to tell a story of human hope, courage and determination. The company's first feature film in more than a decade, Grizzly Adams produced "Friends for Life" in association with Flynn-Daines Productions.

The 3-D version of "Friends for Life" will be completed in the fall of 2009 and will be available for worldwide theatrical release. Grizzly Adams will handle television licensing and domestic DVD retail distribution.

During the past 35 years, Grizzly Adams has produced 1200 family friendly shows for NBC, CBS, PAX, Discovery, SciFi, The Learning Channel and other networks. Eleven of the company's theatrical films are still among the top 100 all-time independent grossing films (non-studio), with six of those releases ranking in the top 25.

(See Related Stories: ["3-D And Beyond"](#) and ["The Movie Biz – The New Dimension"](#).)

SOURCE: Grizzly Adams® Productions

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