

PRESS RELEASE

Stacey Spiegel named "New Media Visionary of the Year" at the Third Annual Canadian New Media Awards

(Toronto, Ontario, Canada – May 27, 2002) Stacey Spiegel, President and CEO of Toronto-based Immersion Studios, was awarded New Media Visionary of the Year at the 2002 Canadian New Media Awards. The prestigious Pixel award was presented by Ben Mulroney, host of CTV's eTalk at the Bluma Appel Theatre in Toronto.

"The Canadian New Media Awards were created to highlight the best and brightest contributing to this dynamic industry," says Adam Froman, Executive Producer of the Awards. 60 finalists in 12 categories were selected from over 800 nominations received during February and March 2002. A selection committee comprised of 126 new media professionals and industry experts from across the country collaborated online to select the finalists. The Awards are presented in partnership with the Department of Canadian Heritage, Telefilm Canada, and MultiMedia. They recognize and celebrate the accomplishments of individuals and companies in the Canadian new media industry, help promote the new media sector and provide inspiration for those preparing to enter the industry. (www.cnma.ca)

"It is a great honor to be recognized by the key players in the industry," said Spiegel. "The growth of the new media sector is truly a Canadian success story. By mentoring local talent and encouraging creative thinking Immersion Studios has established an international reputation in the industry for sensational interactive experiences."

Co-founder of Immersion Studios, innovator, artist, teacher, mentor, and creative thinker, Spiegel has over 15 years experience in the new media industry. As an adjunct professor of architecture and landscape architecture at the University of Toronto, Spiegel met Rodney Hoinkes, professor of computing in design and together they co-founded Immersion Studios, a leading provider of large-format interactive digital entertainment. Immersion Cinemas are in operation in a wide variety of museum venues including the Smithsonian's National Museum of Natural History, Washington.

The company is a world leader in interactive cinema development and production with a proven track record in the conceptualization, production and implementation of interactive cinema and education/information experiences. Production teams at Immersion Studios work exclusively in digital, high-definition content, using the latest hardware and software to provide the most compelling live action and computer graphic animation available. The proprietary software developed by Immersion Studios allows productions to be created as dynamic interactive experiences where the audience is not simply a passive observer but plays an active role in the unfolding narrative of the story itself.

- 30 -

Contact: Catherine Ciupa
Director, Marketing and Communications
416-260-7711 cciupa@imm-studios.com

Immersion Studios Exhibition Place Music Building 285 Manitoba Drive Toronto Ontario M6K 3C3
T: 416-260-7711 F: 416-260-7495 E: info@imm-studios.com W: www.imm-studios.com