MACGILLIVRAY FREEMAN

NEWS RELEASE

Humpback Whales Wins Best Film of the Year And Other Top Accolades at the GSCA Film Awards

MacGillivray Freeman's ocean adventure also wins Best Film for Lifelong Learning, Best Cinematography and Best Marketing Campaign

September 25, 2015, Laguna Beach, CA—MacGillivray Freeman Films was honored with three top film awards for *Humpback Whales* at the recent Giant Screen Cinema Association Achievement Awards in San Francisco. The film won awards for **Best Film of the Year**, **Best Film for Lifelong Learning**, and **Best Cinematography**. Voted on by the nearly 300 members of the Giant Screen Cinema Association, the GSCA Achievement Awards honor the best films of the year produced for the giant screen industry.

MacGillivray Freeman's marketing team also won the MAC Award for **Best Marketing Campaign by a Distributor** for its *Humpback Whales* campaign. This is the 9th time the team has won this award in the 11 years it has been eligible.

"MacGillivray Freeman Films is committed to producing the highest quality documentaries for giant screen theatres, and these awards for *Humpback Whales* speak to our dedication to maintaining the highest creative and technical standards in our industry," said director **Greg MacGillivray**. "We are honored by this recognition from the Giant Screen Cinema Association and so pleased the film has been equally well-received by audiences in the more than 50 theatres that have booked it so far."

"There is no better subject for audiences to experience life-size on the giant screen than humpback whales, which are among the largest animals ever to live on earth and also the most playful," said producer **Shaun MacGillivray**. "We look forward to following the success of *Humpback Whales* with a strong line-up of films that includes *National Parks Adventure* next year and *Dream Big: Engineering Wonders of the World* in 2017, as well as *The Search for Life in Space* from December Media."

Narrated by two-time Golden Globe nominee **Ewan McGregor** and presented by **Pacific Life**, ***Humpback Whales*** is an immersive ocean adventure that invites audiences to dive head-first into the mysterious realm of these 55-foot, 50-ton aquatic mammals. In a splashing, musical mix of stunning 3D imagery, underwater splendor and scientific exploration, the film asks the compelling question: what might life be like from a humpback's point of view. Once feared as monsters, and very nearly hunted to extinction, today humpbacks are in the midst of a slow but remarkable recovery.

Humpback Whales is directed by Greg MacGillivray (*The Living Sea, Everest)* and produced by Shaun MacGillivray (*To The Arctic, Grand Canyon Adventure)*. Filmed with 15perf / 65mm IMAX® cameras, ***Humpback Whales*** is written by Stephen Judson (*Everest, To The Arctic)* with a musical score by Steve Wood *(Journey to the South Pacific, To The Arctic).*

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About MacGillivray Freeman Films

MacGillivray Freeman Films is the world's foremost independent producer and distributor of giant-screen 70mm films with 38 films for IMAX and giant-screen theatres to its credit. Throughout the company's 50-year history, its films have won numerous international awards including two Academy Award® nominations and three films inducted into the IMAX Hall of Fame. MacGillivray Freeman's films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one billion dollar benchmark for worldwide ticket sales. For more information about the company, visit www.macgillivrayfreemanfilms.com.

About Pacific Life

Offering insurance since 1868, Pacific Life provides a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Pacific Life counts more than half of the 100 largest U.S. companies as its clients. For additional company information, including current financial strength ratings, visit www.PacificLife.com. Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Client count as of June 2014 is compiled by Pacific Life using the 2014 FORTUNE 500® list.

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