

Jeep[®] presents
WARREN  MILLER'S
PLAYGROUND 

For Immediate Release

WARREN MILLER'S *PLAYGROUND*

The World's Largest Action Sports Film Announces its 58th Annual U.S. Tour

Boulder, CO - August 31, 2007 – Prepare to charge into winter as **Warren Miller's *PLAYGROUND***, the world's largest action sports film, hits theaters on a nationwide tour. From October through December 2007, Warren Miller's *PLAYGROUND* will dazzle fans with electrifying winter sports footage presented in crystal-clear high definition. This cross country live event spectacle is saturated with deep powder, incredible cinematography, technical lines, and massive air. Check out warrenmiller.com for all tour information, videos, photos and more.

Warren Miller's 2007 feature showcases stunning global destinations from Sweden to Canada, Alaska to Japan, and several others. Warren Miller's *PLAYGROUND* also exposes the most unlikely winter sports destination, a resort found directly within the Arabian Desert called Ski Dubai. Olympic Gold Medalist, skiing innovator and pop icon, Jonny Moseley, adds a new title to his resume as he serves as the film's narrator.

This year's invigorating action display includes: a rare and insightful segment on ski racing king and perceived industry bad boy, Bode Miller; a trip to Alaska's untouched Chugach Range with X-Games Gold Medalists, and brothers, Zach and Reggie Crist; unbelievably deep powder in Utah and British Columbia; and astonishing aerial acrobatics from Sweden, and so much more. *PLAYGROUND* also highlights the future of snowboarding in a segment featuring the youth-infused Burton Smalls Team in which these young prodigies teach us that size truly isn't everything.

This year's film is complimented with a high-energy soundtrack delivered on a state-of-the-art digital sound system and includes world renowned bands like the Beastie Boys, Maroon 5, Queens of the Stone Age and several other A-list recording artists.

When asked about the inspiration for *PLAYGROUND*, the film's director and producer Max Bervy avowed, "The *PLAYGROUND* is a place where authority figures cease to exist, where fun and challenge are the only goals and creativity and freedom the only rules. This year we followed the leading athletes of the industry on a journey to a special place where anything is possible on the side of a snow covered mountain. Because, for more than half a century, we've found skiers and snowboarders in every corner of the globe ... and we found them all in the same place, the *PLAYGROUND*."

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Warren Miller's *PLAYGROUND* will sweep the nation as a limited release and will stop in more than 190 U.S. cities, including New York, Chicago, and Los Angeles. With screenings often running for one night only, Warren Miller films attract a cult-like following and mark the official start of winter for sports enthusiasts everywhere. Warren Miller films tour the country in true cinematic widescreen as part of the country's only high definition, nationwide film tour. For more information, local show dates and details, visit warrenmiller.com.

PLAYGROUND is Warren Miller Entertainment's 58th feature film, adding it to the legacy of Warren Miller's pioneering leadership in action sports cinematography. The national tour of *PLAYGROUND* is presented by **Jeep** and co-sponsored by **Ski Utah, Corona, Nature Valley, Crocs, Pentax and Skiing Magazine**. In addition to producing a feature length film annually, Warren Miller Entertainment has a thriving television development and production division and is a leading source for action sports stock footage.

Warren Miller Entertainment® is a business of Bonnier Corporation's Mountain Sports Media® and is based in Boulder, Colorado. Bonnier Corporation is a multi-media company whose enterprises include leading magazines, websites, television and radio programming, feature films, events and exhibitions.

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