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CONTACTS:

Alline Botrel
Mars Petcare
(786) 570-6406
Alline.Botrel@effem.com

Samantha Barron
Weber Shandwick
(312) 988-2466
SBarron@webershandwick.com

**MARS PETCARE ANNOUNCES EXCLUSIVE PARTNERSHIP WITH IMAX®
DOCUMENTARY SUPERPOWER DOGS**

*Powerful Live-Action Film Celebrates the Extraordinary Abilities of Dogs who make our
World a Better Place*

BRUSSELS (August 16, 2018) – Mars Petcare, one of the world’s leading pet care companies, announced today that it is the exclusive presenting sponsor of *Superpower Dogs*, an IMAX® 3D live-action family adventure releasing in IMAX theatres March 15, 2019. The film, produced by Cosmic Picture, aligns with the Mars Petcare purpose of A BETTER WORLD FOR PETS™, as it spotlights the amazing true stories of dogs with extraordinary abilities who save lives and make the world a better place.



Caption: Henry, Avalanche Rescue, Superpower Dogs
Photo Credit: © Phil Tifo for Cosmic Picture Ltd

As the presenting sponsor, several Mars Petcare brands will be actively supporting the film, including the PEDIGREE® and EUKANUBA™ dog food brands, BANFIELD™ Pet Hospital, WHISTLE™ GPS Pet Tracker and WISDOM PANEL™ Canine DNA Test.

“At Mars Petcare, we live our purpose of A BETTER WORLD FOR PETS™ every day, because we believe that pets make our world better,” said Poul Weihrauch, President, Mars Petcare. “We’re thrilled to be part of the *Superpower Dogs* family and are confident that the film will inspire the next generation of pet owners and dog lovers.”

“*Superpower Dogs* is the ultimate celebration of the bond between humans and dogs,” said Daniel Ferguson, Writer & Director of *Superpower Dogs*. “After people see these remarkable

dogs and their human partners brave earthquakes and avalanches, bring animal poachers to justice and leap out of helicopters to save people from drowning, they'll never look at their best friends the same way again."

Starting Friday, August 17, the [first 'teaser' trailer](#) for *Superpower Dogs* will play in IMAX as a preview to the nationally distributed *Pandas* and *Alpha*, which will be shown in IMAX commercial theaters across North America.

"Whether it's a life-saving search-and-rescue dog or a family pet full of unconditional love, people around the world will know after watching this movie, that every dog, even their own, has superpowers," said Weihrauch.

Superpower Dogs will be captured using IMAX cameras and will be digitally re-mastered into the image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (Digital Re-mastering) technology. The crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital audio, create a unique immersive environment that will make audiences feel as if they are in the movie.

To learn more about Mars Petcare and its participating brands, visit www.mars.com. For more information on *Superpower Dogs* and the dogs featured in the film, visit www.superpowerdogs.com or follow #SuperpowerDogs on social media.

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About Mars Petcare

[Mars Petcare](#) is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS™. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands [PEDIGREE®](#), [WHISKAS®](#), [ROYAL CANIN®](#), [NUTRO™](#), [GREENIES™](#), [SHEBA®](#), [CESAR®](#), [IAMS™](#) and [EUKANUBA™](#) as well as The [Waltham Centre for Pet Nutrition](#) which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including [BANFIELD™](#), [BLUEPEARL™](#), [PET PARTNERS™](#), [VCA™](#) and [Linnaeus](#). We're also active in innovation and technology for pets, with [WISDOM PANEL™](#) genetic health screening and DNA testing for dogs, the [WHISTLE™](#) GPS dog tracker, and [LEAP VENTURE STUDIO](#) accelerator and [COMPANION FUND™](#) programs that drive innovation and disruption in the pet care industry. As a [family business](#) and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

About Superpower Dogs

Releasing March 15, 2019 and presented by Mars Petcare and produced by Cosmic Picture, *Superpower Dogs* is an immersive IMAX® adventure to experience the life-saving superpowers and extraordinary bravery of some of the world's most amazing dogs. In this inspiring true story, journey around the globe to meet remarkable working dogs and their human partners who make the world a better place by protecting endangered species and saving lives in avalanches, earthquakes and more. As we discover the extraordinary abilities of dogs, we'll never look at our best friends the same way again.

About Cosmic Picture

Cosmic Picture seeks to make the most compelling cinematic experiences possible and to change people's perception of the universe in unexpected ways. Past films include award-winning IMAX® and giant screen productions and transformative environmental documentaries with tremendous social impact. For more information on Cosmic Picture, visit www.cosmicpicture.com.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2018, there were 1,410 IMAX theater systems (1,314 commercial multiplexes, 12 commercial destinations, 84 institutional) operating in 79 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

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