



MR. X PROVIDES MAGIC FOR MEN WITH BROOMS

TORONTO, CANADA - September 28, 2001 -- For the "sweeping epic", Men With Brooms, an outrageous romance of ice and stone, Mr. X, Inc., which specializes in digital visual effects for feature films and music videos, is creating fully animated computer generated beavers and providing some curling magic for the feature. Alliance Atlantis Communications (Toronto) will release Men With Brooms in Canada in February 2002, around the time of the Winter Olympics, and Serendipity Point Films (Toronto) will release the film in the U.S. at a later date.

Canada's most popular leading man, Paul Gross (Constable Benton Fraser of Due South), makes his motion picture directorial debut in Men With Brooms, a human interest story set against a curling background, in which four old friends dust off their neglected brooms and sweep the past behind them on the road to realizing their late coach's dream of the big curling trophy. Director Gross co-stars with Leslie Nielsen, Molly Parker, James Allodi, Kari Matchett, Michelle Nolden, Peter Outerbridge, Jed Rees, and Polly Shannon.

Mr. X created the ever-present photo-real, fully animated computer generated beavers that serve as a comedic element throughout the film, watching the actions of the strange humans. As the animals are terribly difficult to wrangle, for ten shots the Mr. X team created beavers which act, look at the camera, and do a variety of outlandishly funny things. "We're doing a lot of research and development on fur - making it look as photographically real as possible. The modeling is very complex. Our biggest challenge is that our digital beavers play right next to real animals so we have to be bang on," explained Mr. X President Dennis Berardi.

In addition, for some of the curling scenes, Mr. X is providing the cg magic that allows crazy things to happen on the curling rink like an impossible shot in which "the curling rock hits three other curling rocks in a perfect sequence and they go around the clock. Like a tic-tac-toe format they end up in a perfect formation that would be difficult to shoot," added Berardi.

At the same time, the company is also working on Hypercube, the sequel to the 1997 Canadian sleeper sci-fi hit Cube; collaborating with Writer/Director/Producer Atom Egoyan on the feature Ararat, based on the Armenian Genocide of 1915-1923; and with Director Morgan J. Freeman on American Psycho II.

For additional information or to see a reel contact Mr. X, Inc., 35 McCaul Street, Suite

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