



MR. X CREATES AN ARMENIAN TOWN AND A CAST OF THOUSANDS FOR ATOM EGOYAN'S ARARAT

TORONTO, CANADA - September 28, 2001 -- The creative team at Mr. X, Inc., which specializes in digital visual effects for feature films and music videos, are creating digital environments and building cg armies for Ararat, a feature written, produced and directed by Oscar-nominated Atom Egoyan (*The Sweet Hereafter*, *Felicia's Journey*). The Serendipity Point Films (Toronto, ON) and Alliance Atlantis Motion Picture Company (Toronto, ON) production features a stellar cast including Christopher Plummer, Elias Koteas, Marie-Josée Croze, Eric Bogosian, Bruce Greenwood, Charles Aznavour, Brent Carver, Arsinee Khanjian and David Alpay and is scheduled for mid-2002 release by Miramax Films (Los Angeles, CA).

A decade before Hitler rose to power in Germany, 1.5 million Armenians living in the Ottoman Empire were massacred under the regime of the Committee of Union and Progress, more widely known as "The Young Turks." Indeed, the lack of attention given to the Armenian slaughter has been attributed to bolstering Hitler's confidence. The Armenian Genocide of 1915 - 1923 serves as the basis for Egoyan's film. A film-within-a-film, *Ararat* tells the story of the production of an historical epic about the atrocities and how they change the life of one member of the crew.

For the films' numerous flashback sequences Mr. X is recreating the Armenian city of Van, circa 1914, prior to the carnage that took place there. "Onto the mountainous terrain of the Canadian Badlands we are building a computer generated version of the city. With digital matte paintings and 3D animation software we are adding fortress walls and minarets, returning Van to its former glory," explained Mr. X President Dennis Berardi.

Mr. X is also doing what Atom Egoyan is calling the poster shot near the end of the film in which the persecuted Armenians are driven out of Turkey. "It's a mass of humanity being marched out of the country and there's a sweeping shot across the plains. Again we had about 200 extras and we had to make it look like thousands were being herded out of the country. We shot the 200 - and off in the distance, over the hills and sprawled along the landscape are digital versions of the Armenians - thousands of them - that we're building in cgi - fully animated, fully 3D. "

At the same time, the company is also working on *Hypercube*, the sequel to the 1997 Canadian sleeper sci-fi hit *Cube*; *Men With Brooms*, actor/director Paul Gross' "sweeping epic" which revolves around four ex-members of a curling team who are reunited when they return to town to attend the funeral of their former coach; 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 303, Toronto, Ontario, Canada, M5T IV7; phone (416) 595-6222; fax (416) 595-9122; or visit the Mr. X web site at www.mrxfx.com