



MEDIA ADVISORY

OMNI FILM'S '*ICE PILOTS NWT*' ROCKETS TO RATINGS RECORD

VANCOUVER, BC (November 20, 2009) *Ice Pilots NWT* opened red hot in the overnight ratings for its series premiere on History Television Wednesday night. Omni Film's 13 x 1 hour real life docu series about a renegade Arctic airline that flies World War II planes scooped up the biggest audience ever on the specialty channel for a Canadian series opener with 459,000 viewers (BBM Canada). With a lead-in from the channel's biggest series to date, *Ice Road Truckers*, the new series actually boosted those numbers by an overwhelming 42%. It was the highest rated show that night on Specialty TV in its timeslot.

"We're amazed and delighted by the massive response to *Ice Pilots NWT*," says Omni partner and executive producer Gabriela Schonbach. "We are so proud of this series, and are happy for History Television's success with it."

Filmed over nine months last winter, *Ice Pilots NWT* follows rookie pilots and frostbitten ramp hands as they struggle to keep vintage warbirds flying despite blizzards, breakdowns and impossible jobs. "We wanted to keep it real and we did," says creator, series producer and co-exec David Gullason. "The people were fantastic and the stories blew us away. You could never script most of the stuff that happened."

The accompanying website, funded by the Bell Broadcast and New Media Fund, is packed with a variety of additional content: an interactive story map of the North, video extras, free ringtones, 3D renderings, podcasts, quizzes and a community for fans (www.icepilots.com)

Ice Pilots NWT airs Wednesdays at 10 pm ET/PT on History Television.

Ice Pilots NWT is produced by Omni Film Productions Ltd. in association with Canwest and with the participation of the Canadian Television Fund, the Rogers Cable Network Fund, the Province of British Columbia Film Incentive BC and the Canadian Film or Video Production Tax Credit Program. The series is created and produced by David Gullason, and executive produced by Gabriela Schonbach, David Gullason and Michael Chechik.

About Omni Film Productions Ltd.

Vancouver-based Omni Film Productions Ltd. is one of Canada's most respected television production companies, producing top-quality programming in a wide variety of genres. Since 1979, Omni has produced hundreds of hours of television dramas, documentaries, factual and lifestyle series and children's programming, garnering over 100 national and international awards. (www.omnifilm.com)

- 30 -

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