

Media Release

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FOR IMMEDIATE RELEASE

New Website For *Five Thousand Meters: Nothing Comes Easy*

COLORADO SPRINGS, Colo. (September 28, 2004)- Negative Split Pictures is proud to announce that *Five Thousand Meters: Nothing Comes Easy* has a new home on-line. The new promotional website for the film is located at www.fivethousandmeters.com and allows visitors a chance to get their first look at the groundbreaking film.

In addition to general information about the film itself, the website offers biographies of the featured runners, information on the production crew, news updates, production photos, information on sponsors of the film, and clips from many of the artists featured on the film's soundtrack.

Also included is a full-length trailer for *Five Thousand Meters: Nothing Comes Easy*, allowing fans of American distance running their first peek at the upcoming film. Set against the music of Andy Durand (former guitar player for the band Iron Butterfly), the trailer offers a glimpse of the drama inherent in the quest for the Olympic Team.

Five Thousand Meters: Nothing Comes Easy follows the top 5000-meter runners in America as they chase their dream to compete on the U.S. Olympic Team. Athletes featured in the film include: Bolota Asmerom, Ryan Bak, Tim Broe, Adam Goucher, Matt Lane, Mark Menefee, Jonathon Riley, Dathan Ritzenhein, and Jorge Torres. The film was shot on location in Ann Arbor and Rochester Hills, MI, Boulder, Palo Alto, Monterey Bay, and at meets throughout the country.

Five Thousand Meters: Nothing Comes Easy is scheduled for release in the fall of 2004.