



FOR IMMEDIATE RELEASE

Vancouverites first Canadians to win National Geographic award

VANCOUVER, B.C., February 8, 2008 – National Geographic today announced that local social entrepreneurs Sol Guy and Josh Thome have been selected as recipients of the 2008 National Geographic Emerging Explorers award.

National Geographic's Emerging Explorers Program recognizes Guy, 34, and Thome, 35, for their documentary television series 4REAL. Produced by their company Direct Current Media (DCM), 4REAL takes celebrity guests (such as Joaquin Phoenix, Cameron Diaz and Mos Def) on adventures around the world to connect with young leaders who, under extreme circumstances, are finding solutions to pressing social issues.

"We have connected with some of the world's most inspiring young leaders who are on the front lines, creating real change in their communities and beyond," said Thome. "We are honoured to share their stories."

The National Geographic Emerging Explorers Program recognizes and supports uniquely gifted and inspiring young adventurers, scientists, photographers, filmmakers and storytellers making a significant contribution to world knowledge. According to Terry Garcia, National Geographic's executive vice president for Mission Programs, "National Geographic's mission is to inspire people to care about the planet, and our Emerging Explorers are outstanding adventurers whose endeavors further this mission. We are pleased to honor these exciting new leaders who are setting out on promising careers."

Guy, Thome and seven other winners were selected to receive a \$10,000 grant to support their research and projects. "We're thrilled to receive such a prestigious award," said Guy. "The prime motivation of 4REAL is to further the work of the amazing leaders we feature. The support from National Geographic will bring our message to a whole new audience."

This year's Emerging Explorers will be introduced during the National Geographic Explorers Symposium from April 7-11, 2008 in Washington, D.C. They will be profiled in the February 2008 edition of National Geographic magazine and online at www.nationalgeographic.com/emerging.

Beginning in April 2008, 4REAL will air on MTV in Canada and globally on National Geographic Channels International. Visit www.4REAL.com for local air times.

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About Direct Current Media:

Guy and Thome co-founded Vancouver-based DCM, a company that produces film, TV, music and websites to raise awareness of critical issues and progress economic and social change.

About 4REAL:

4REAL is a DCM project that began as a documentary television series and has expanded to include an online global community (4REAL.com), educational materials (4REAL School), the 4REAL Foundation and special events. The young leaders featured in 4REAL are partners in the TV series, receiving fifty per cent of all profits to help support their initiatives.

To learn more about DCM or 4REAL, please visit:

<http://www.DirectCurrentMedia.com> or www.4REAL.com.

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For more information or to schedule an interview with Sol Guy or Josh Thome please contact:

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Note to editors - the following materials are available on request:

- A backgrounder on DCM
- A backgrounder on 4REAL
- Biographies and high-resolution photos of Sol Guy and Josh Thome