

FOR IMMEDIATE RELEASE

Editor's note: The official festival name is "AFI FEST 2010 presented by Audi" and should be referred to as such at least once within a story.



PRESENTED BY



Audi

**AFI FEST 2010 presented by Audi
ANNOUNCES FILMS SELECTED BY
DAVID LYNCH -
AFI FEST'S GUEST ARTISTIC DIRECTOR**

**FREE TICKETS TO ALL SCREENINGS AVAILABLE THURSDAY
Early Access to Tickets for AFI Members on Wednesday;
Festival Box Office Now Open for Patron Package and Pass Sales**

LOS ANGELES, CA, October 25, 2010 — **AFI FEST 2010 presented by Audi** announced today the five feature films selected by its first-ever Guest Artistic Director, David Lynch, for his special sidebar program at the festival. As part of the program, the festival will screen Lynch's first feature film, *ERASERHEAD*, which was made while Lynch was a Fellow at AFI's Center For Advanced Film Studies, now known as the AFI Conservatory. Lynch graduated from AFI in 1970.

Lynch's selections are: *HOUR OF THE WOLF* (DIR Ingmar Bergman), *LOLITA* (DIR Stanley Kubrick), *MON ONCLE* (DIR Jacques Tati), *REAR WINDOW* (DIR Alfred Hitchcock) and *SUNSET BLVD* (DIR Billy Wilder).

"I picked these particular films because they are the ones that have inspired me most. I think each is a masterpiece," said Lynch. "If people have already seen them, they are certainly worth being seen again. And if people haven't seen them, here is an opportunity to see what I consider cinema at its best."

Lynch, who is noted for such films as *ERASERHEAD*, *THE ELEPHANT MAN*, *BLUE VELVET*, *MULHOLLAND DRIVE* and *INLAND EMPIRE* as well as the TV series, *TWIN PEAKS*, will attend the festival on Saturday, November 6 to present the double-bill of *ERASERHEAD* and *SUNSET BLVD*. Beginning today, the public is invited to tweet questions for Lynch to address at the double-bill presentation. Questions should be sent to the AFI FEST Twitter account (@AFIFEST). Lynch has prepared special video introductions for the remaining three films.

As Guest Artistic Director, Lynch has created artwork that serves as the official image of the 24th annual festival. Starting today through November 11 (while supplies last), those who purchase an AFI Membership, AFI FEST Patron Package or AFI FEST pass will receive a limited-edition commemorative poster of David Lynch's festival artwork.

Lynch's festival art, along with exclusive video content, is featured on the AFI FEST iPhone app, available for download at the iTunes store starting today.

This year's AFI FEST celebrates a number of AFI Conservatory alumni, including David Lynch, the festival's Guest Artistic Director; director Edward Zwick and the creative ensemble of *LOVE & OTHER DRUGS* (World Premiere Opening Night Gala); and director Darren Aronofsky and the creative ensemble of *BLACK SWAN* (Closing Night Gala).

Free tickets to AFI FEST will be available to AFI members on October 27 at noon and to the general public on October 28 at noon. This year, festival-goers will be able to get last-minute tickets at AFI.com/AFIFEST the day before the screening or at the festival box office the day of the screening. Rush Lines for screenings will begin forming one hour before the scheduled screening start times.

Becoming a patron of the festival and purchasing a Patron Package or one of the other festival passes – including the *New Auteurs Pass*, the *Special Screening Pass* and the *Gala Pass* – secures reserved seats and other festival benefits. Additional information is available at AFI.com/AFIFEST, 1.888.AFI FEST and on-site at the AFI FEST box office at the Hollywood & Highland Center in Hollywood.

AFI FEST 2010 presented by Audi will take place in Hollywood, California at the historic Grauman's Chinese Theatre, the Mann Chinese 6 theatres, the Egyptian Theatre and the Hollywood Roosevelt Hotel from November 4-11, 2010.

Access Exclusive Content on the Free AFI FEST 2010 presented by Audi iPhone App

AFI FEST has partnered with QuickMobile to develop a free iPhone app, available starting today. Users can watch select short films screening at the festival, access film information and trailers, view and create schedules, reserve free tickets to screenings and purchase passes and packages. Additional free features include uploading photos to the festival's photo gallery and watching each day's red carpet arrivals on

your iPhone. The first time a user accesses the app after downloading, a special surprise video will appear.

AFI FEST 2010 presented by Audi Sponsors

AFI FEST's sponsors provide valuable resources to ensure free tickets, and various products and services, are made available throughout the eight days of the festival.

AFI FEST's 2010 sponsors are:

Presenting Sponsor – Audi

Official Sponsors – American Airlines, Clarisonic, Little Black Dress Wines, RR Donnelley, Stella Artois and Ultimat Vodka

Festival Sponsors – Baskin Robbins, Best Buy, Nestlé Raisinets and Panavision

Contributing Sponsors – Baseline, Healthy Bean, HP, Icelandic Glacial Water, Movie Magic, Shining Technology, The Post Group, U.S. Blanks and Netflix

Sustaining Sponsors – Audio Rents, Deluxe Entertainment Services Group, Fujifilm, Kodak, SAGIndie, Screen Actors Guild and PowerProduction

Cultural Sponsors – CRA/LA, Los Angeles County Arts Commission and Skirball Cultural Center

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About the American Film Institute

AFI is America's promise to preserve the history of the motion picture, to honor the artists and their work, and to educate the next generation of storytellers. As a national, public-supported educational and cultural organization, AFI provides leadership in film, television and digital media and is dedicated to initiatives that engage the past, the present and the future of the moving image arts.

AFI preserves the legacy of America's film heritage through the *AFI Catalog of Feature Films*, an authoritative record of American films from 1893 to the present, and the *AFI Archives*, which contains rare footage from across the history of the moving image.

AFI honors the artists and their work through a variety of annual programs and special events, including the AFI Life Achievement Award and AFI Awards. For 38 years, the **AFI Life Achievement Award** has remained the highest honor for a career in film while **AFI Awards**, the institute's almanac for the 21st century, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years...100 Movies** television events and definitive movie reference lists, as well as **AFI Night at the Movies**, have introduced and reintroduced classic American movies to millions of film lovers. And as the largest nonprofit exhibitor in the United States, AFI offers film enthusiasts a variety of events throughout the year, including **AFI Fest presented by Audi**, the longest running international film festival in Los Angeles; **AFI-Discovery Channel Silverdocs**, the largest documentary festival in the US; and year-round programming at the **AFI Silver Theatre** in the Washington, D.C. area.

AFI educates the next generation of storytellers at its world-renowned **AFI Conservatory**, offering a two-year Master of Fine Arts degree in six filmmaking disciplines: Cinematography, Directing, Editing, Producing, Production Design and Screenwriting. AFI also explores new digital technologies through special workshops.

Additional information about AFI is available at AFI.com.

About AFI FEST presented by Audi

Celebrating its 24th year as a program of the American Film Institute, AFI FEST 2010 presented by Audi will take place November 4 through 11 in the heart of Hollywood. Kicking off the awards season each year, AFI FEST offers a crucial avenue of exposure to the entertainment community, while providing appreciative audiences with a festive atmosphere and the very best of world film, right in the center of the film capital of the world.

The American Film Market (AFM), November 3-10, 2010, is the market partner of AFI FEST. Together, AFI FEST and AFM provide the only concurrent festival/market event in North America. AFI FEST is the only FIAPF-accredited film festival in the United States. The Academy of Motion Picture Arts and Sciences recognizes AFI FEST as a qualifying festival for the Short Films category for the annual Academy Awards®.

AFI FEST 2010 presented by Audi is sponsored in part by American Airlines — the official airline of AFI — American Film Market (AFM) and the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. Additional sponsors include Baskin-Robbins, Clarisonic, Hollywood & Highland Center, Little

Black Dress Wines and Stella Artois. AFI FEST is proud of its new relationship with the American Cinematheque at the Egyptian Theatre and its continued collaboration with the Skirball Cultural Center.

Additional information about AFI FEST presented by Audi is available at AFI.com/AFIFEST. Connect with AFI FEST presented by Audi at facebook.com/AFIFEST, twitter.com/AFIFEST and youtube.com/AFIFEST.

About Audi

Audi of America, Inc. and its 272 U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. During 2009 Audi outsold all other luxury brands in Europe, while in the U.S. market Audi posted the largest market share gain of any luxury automotive brand. Over the next few years, AUDI AG expects to spend nearly \$2 billion annually on new products and technology. Visit audiusa.com or audiusanews.com for more information regarding Audi vehicle and business issues.

About AFM

The business of independent motion picture production and distribution – a truly collaborative process – reaches its peak every year at the American Film Market. More than 7,000 industry leaders converge in Santa Monica for eight days of deal making, screenings, seminars, premieres, networking and parties. Participants come from over 70 countries and include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world’s press and all those who provide services to the motion picture industry.

AFM is the premier global marketplace for Hollywood’s decision makers. In just eight days, more than \$800 million in deals are sealed — on both completed films and those that haven’t started shooting yet — making AFM the must-attend industry event.

The American Film Market is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world’s producers and distributors of independent motion pictures and television programs. More information can be found at IFTA-online.org and AmericanFilmMarket.com.

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For information about attending AFI FEST as press, visit afi.com/festpress.

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ATTACHMENT

AFI FEST 2010 presented by Audi GUEST ARTISTIC DIRECTOR DAVID LYNCH SELECTIONS

HOUR OF THE WOLF: A painter and his wife retreat to a desolate island that tests the limits of their sanity. DIR/SCR Ingmar Bergman. Sweden. Screening on Sunday, November 7 at 10:30pm.

LOLITA: This biting adaptation of Nabokov's famous novel about a middle-aged man and his teenaged nymphet is a triumph of cheekiness and an ode to human neurosis. DIR Stanley Kubrick. SCR Vladimir Nabokov. UK/USA. Screening on Tuesday, November 9 at 3:30pm.

MON ONCLE: The excesses of mid-century modern are exposed with maddening absurdity. Chairs engulf, kitchen appliances erupt and Monsieur Hulot endures. DIR/SCR Jacques Tati. France. Screening on Wednesday, November 10 at 4:00pm.

REAR WINDOW: All wrapped in one Technicolor package, Hitchcock's crackerjack thriller at once deconstructs the art of filmmaking and decodes our deepest voyeuristic desires. DIR Alfred Hitchcock. SCR John Michael Hayes. USA. Screening on Monday, November 8 at 3:00pm.

SUNSET BLVD: This 60-year-old noir masterpiece is a poison pen letter to Hollywood that remains as thoroughly modern and vividly acidic as the day it was made. DIR Billy Wilder. USA. Screening on Saturday, November 6 at 5:15pm.

Plus a Special Screening of one of Lynch's most renowned films...

ERASERHEAD: Possibly the creepiest film ever made, viewers are propelled into a startling black-and-white dreamscape, seething with bodily fluids and mutant, hypnotic beauty. DIR/SCR David Lynch. USA. Screening on Saturday, November 6 at 3:30pm.