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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.



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Audi

**AFI FEST 2010 presented by Audi
ANNOUNCES
WORLD PREMIERE OF *LOVE & OTHER DRUGS*
AS OPENING NIGHT GALA
AND
BLACK SWAN
AS CLOSING NIGHT GALA**

**Both Directors and their Creative Ensembles
are Alumni of the Renowned AFI Conservatory**

LOS ANGELES, CA, September 23, 2010 — AFI FEST 2010 presented by Audi announced today that it will host the world premiere of Edward Zwick's *LOVE & OTHER DRUGS* as the festival's Opening Night Gala on November 4. Darren Aronofsky's *BLACK SWAN* closes the festival on November 11. AFI FEST 2010 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.

"Ed Zwick and Darren Aronofsky honor us by premiering their films at AFI FEST," said Bob Gazzale, President and CEO of the American Film Institute. "As alumni of the AFI Conservatory, both men symbolize a perfect fusion of the Institute's national mandate to educate the next generation of storytellers and to honor the artists and their work." David Lynch, who serves as the festival's Guest Artistic Director, is also a graduate of the AFI Conservatory.

"AFI is where it began for me, and where I return as often as possible, to teach and to learn," said Edward Zwick. "I'm honored to open the festival, and to join Darren, David, and so many alumni for whom this marks a kind of coming home." The creative ensemble of *LOVE AND OTHER DRUGS* also features other alumni of the

AFI Conservatory, including co-writer/co-producer Marshall Herskovitz, editor Steven Rosenblum, cinematographer Steven Fierberg and producer Pieter Jan Brugge.

"As an alumnus of the AFI Conservatory, it's always a thrill to partake in the wonderful festival AFI puts on," said Darren Aronofsky. "The fact that we get to show at my favorite theater in the world, the Grauman's Chinese Theatre, adds to the honor." The creative ensemble of *BLACK SWAN* also features other alumni of the AFI Conservatory, including cinematographer Matthew Libatique and executive producer Jon Avnet.

"These two films are a perfect pair to open and close AFI FEST because they tell extraordinary stories from unique and very personal points of view," said Jacqueline Lyanga, Festival Director and also a graduate of the AFI Conservatory. "We are proud to offer them as the frame to a program of cinema that embraces both mainstream and experimental voices and seeks to engage the audience in the discourse around the year's most significant new films."

Film stills of *LOVE & OTHER DRUGS* and *BLACK SWAN* are available for press use only and can be downloaded at <http://www.flickr.com/photos/afifestpublicity/sets/>.

LOVE & OTHER DRUGS

In *LOVE & OTHER DRUGS*, Anne Hathaway portrays Maggie, an alluring free spirit who won't let anyone — or anything — tie her down. But she meets her match in Jamie (Jake Gyllenhaal), whose relentless and nearly infallible charm serve him well with the ladies and in the cutthroat world of pharmaceutical sales. Maggie and Jamie's evolving relationship takes them both by surprise, as they find themselves under the influence of the ultimate drug: love.

LOVE & OTHER DRUGS is directed by Edward Zwick, with a screenplay by Charles Randolph and Edward Zwick & Marshall Herskovitz, based on the book *Hard Sell: The Evolution of a Viagra Salesman* by Jamie Reidy. The film stars Jake Gyllenhaal, Anne Hathaway, Oliver Platt, Hank Azaria, Josh Gad, Judy Greer and Gabriel Macht, and is produced by Scott Stuber, Edward Zwick, Marshall Herskovitz, Charles Randolph and Pieter Jan Brugge. Twentieth Century Fox will release *LOVE & OTHER DRUGS* on November 24, 2010.

The official *LOVE & OTHER DRUGS* trailer can be viewed at <http://www.youtube.com/officialloveandother>.

BLACK SWAN

BLACK SWAN follows the story of Nina (Natalie Portman), a ballerina in a New York City ballet company whose life, like all those in her profession, is completely consumed with dance. She lives with her retired ballerina mother Erica (Barbara Hershey) who zealously supports her daughter's professional ambition. When artistic director Thomas Leroy (Vincent Cassel) decides to replace prima ballerina Beth Macintyre (Winona Ryder) for the opening production of their new season, Swan Lake, Nina is his first choice. But Nina has competition: a new dancer, Lily (Mila Kunis), who impresses Leroy as well. Swan Lake requires a dancer who can play both the White Swan with innocence and grace, and the Black Swan, who represents guile and sensuality. Nina fits the White Swan role perfectly but Lily is the personification of the Black Swan. As the two young dancers expand their rivalry into a twisted friendship, Nina begins to get more in touch with her dark side with a recklessness that threatens to destroy her.

BLACK SWAN is directed by Darren Aronofsky, written by Mark Heyman & Andres Heinz & John McLaughlin, and stars Natalie Portman, Vincent Cassel, Mila Kunis, Barbara Hershey and Winona Ryder. The film is produced by Mike Medavoy, Arnold W. Messer, Brian Oliver and Scott Franklin. Fox Searchlight Pictures will release BLACK SWAN on December 1, 2010.

The official BLACK SWAN trailer can be viewed at <http://www.youtube.com/watch?v=5jal1XOB-bs>.

Attending AFI FEST 2010 presented by Audi

AFI will continue its groundbreaking offer to festival-goers by providing free tickets to all screenings, including galas. In addition to free tickets, becoming a patron of the festival and purchasing a Patron Package can secure reserved seats and other festival benefits. AFI members receive priority access and discounts on Patron Packages and first access to free individual tickets. AFI FEST Patron Packages will be available on October 5 for AFI members and on October 6 for the general public. Individual ticket information will also be available in October at AFI.com and AFI.com/AFIFEST. Visit AFI FEST on [Facebook](#), [Twitter](#) and [YouTube](#).

Last year's AFI FEST enjoyed record attendance, as audiences turned out in force to attend films and special events. Programming highlights from AFI FEST 2009 presented by Audi included seven consecutive nights of galas and tributes, including THE FANTASTIC MR FOX, THE MESSENGER, PRECIOUS, THE ROAD, A SINGLE MAN and a 50th Anniversary digitally re-mastered presentation of Alfred Hitchcock's

NORTH BY NORTHWEST; tributes to Viggo Mortensen and Christopher Plummer, the latter featuring a screening of THE LAST STATION; and red carpet appearances by Wes Anderson, Drew Barrymore, Angela Bassett, Kate Beckinsale, Nicolas Cage, Lee Daniels, Julie Delpy, Robert De Niro, Colin Firth, Tom Ford, Terry Gilliam, Woody Harrelson, Werner Herzog, Martin Landau, Julianne Moore, Mo'Nique, Bill Murray, Tyler Perry, Eva Marie Saint, Jason Schwartzman, Charlize Theron and Oprah Winfrey.

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.

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 requesting an AFI FEST 2010 press pass (deadline: October 1) or media access to the Opening or Closing Night Gala (deadline: October 15), visit www.afi.com/festpress.

Media contact

Guido Götz
mPRm Public Relations
323.933.3399
ggotz@mprm.com