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DAVID LYNCH ANNOUNCED AS FIRST-EVER GUEST ARTISTIC DIRECTOR OF AFI FEST 2010 presented by Audi

**Lynch Creates Art for the Festival to Serve as the Official Image and
will Program Films that Influence and Inspire Him**

LOS ANGELES, CA, August 24, 2010 – **AFI FEST presented by Audi** announced today that award-winning filmmaker and artist David Lynch will serve as its first-ever Guest Artistic Director. AFI FEST 2010 will take place November 4 through 11 in Hollywood, California at the historic Grauman's Chinese Theatre, the Mann Chinese 6 theatres, the Egyptian Theatre and the Hollywood Roosevelt Hotel.

Lynch has also created artwork that will serve as the official image of the 24th annual festival. In addition, as Guest Artistic Director, Lynch will program a special sidebar of films that influence and inspire him and present these films at the festival in November. His film selections will be announced in October. The official image is available for press use only and can be downloaded at the following link:

<http://www.flickr.com/photos/afifestpublicity/sets/>.

"I said yes to being the Guest Artistic Director of AFI FEST 2010 because I love the AFI," says Lynch. "AFI can do for others what it did for me. AFI gave me an opportunity and money to make a short film, THE GRANDMOTHER, and my first feature film, ERASERHEAD. AFI put me on the map."

Lynch was one of the first Fellows of AFI's Center For Advanced Film Studies, now known as the AFI Conservatory.

"David Lynch is AFI," said Bob Gazzale, President and CEO of the American Film Institute. "He's an artist who embodies the institute's national mandate to both educate the next generation and to honor the masters. As a master himself, his leadership will catalyze a global conversation to bring attention to him and others who deserve a proper bow."

“David Lynch is a cinematic genius who has made an indelible mark on the history of film, and continues to shape its future,” said Jacqueline Lyanga, Festival Director of AFI FEST. “We look forward to what will surely be an inspired program.”

David Lynch - BIO

Born Missoula, Montana. Eagle Scout.

Attending AFI FEST 2010

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 a limited number of 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.

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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