



**THE AMERICAN FILM INSTITUTE ANNOUNCES  
THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING  
AS ITS FIRST-EVER LIMITED EDITION FILM POSTER**

**POSTER IS A COLLECTABLE AFI MEMBER EXCLUSIVE**



LOS ANGELES, CA, December 7, 2010 – The American Film Institute (AFI) announced today that **THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING** has been selected as its first ever, limited edition, AFI member-exclusive movie poster.

AFI is honoring **THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING** to commemorate the movie's 10<sup>th</sup> Anniversary. This landmark film was not only recognized by the Institute as the AFI Movie of the Year when it was released, but in 2007 AFI also honored it among the 100 greatest American films of all time. The member exclusive – limited to a highly collectable run of 500, with each poster individually numbered – is available to AFI Members at its 4-star \$500 level of support.

AFI membership is open to the public and features various tier support levels and membership offerings. Entry level membership starts as low as \$60 per year and includes a variety of benefits such as two

free movie tickets to one of America's connoisseur cinemas (ArcLight Cinemas, Landmark Theatres, Pacific Theatres or AFI Silver Theatre), a free annual subscription to Entertainment Weekly, a discount to a favorite classic film from warnerarchive.com, as well as member exclusives such as an AFI 12-month movie calendar, AFI voting privileges and advance access to select AFI events throughout the year.

AFI membership helps to fund the Institute's mission to preserve the history of the motion picture through its catalog and archive initiatives, to honor the artists and their work throughout the year, and to educate the next generation of storytellers at its world-renowned AFI Conservatory, which offers a Master of Fine Arts degree in six filmmaking disciplines.

**THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING** from Warner Bros. earned \$315 million in domestic box office and is now available on Blu-ray as a single title and in a box set **LORD OF THE RINGS** trilogy.

Additional information about AFI and AFI membership is available at [AFI.com](http://AFI.com). Additional information about Warner Bros. and **THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING** is available at [warnerbros.com](http://warnerbros.com).

## **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.** 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 39 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 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**.

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