



NEWS RELEASE

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NICK DEMARTINO TO RETIRE AFTER 20 YEAR TOUR AS AFI TECHNOLOGY LEADER

LOS ANGELES, CA, June 22, 2010—Nick DeMartino is retiring from his post as Senior Vice President for Media & Technology at the American Film Institute (AFI) on June 30, 2010 after serving over 20 years at the institute.

Over those years, DeMartino has been a key AFI executive, helping AFI forge a leadership role in the emerging digital revolution through such ground-breaking programs as the AFI-Apple Computer Center for Film and Videomakers, AFI Professional Training Division, AFI Computer Media Salons, AFI Digital Content Lab, Enhanced Television Workshop, AFI Screen Education, AFI New Media Ventures and AFI.com.

“Nick DeMartino is a visionary, one who has helped AFI look to the future of the art form in time of tremendous advancement,” said Bob Gazzale, AFI President & CEO. “Through his efforts, thousands of professionals have been trained and hundreds of companies empowered and inspired, here in Hollywood and around the world. He has set a standard for AFI to aspire to in the years to come as we continue to preserve the past, honor the masters and educate future generations on the art of the moving image.”

“It’s time for a new chapter in my life,” DeMartino said. “For more than 20 years, the AFI has supported my passion to lead, to learn and to create, during a time of revolutionary change in our world. I have been blessed every day of my time at AFI, primarily because of a remarkable group of colleagues, AFI’s amazing Board, and hundreds of professionals throughout the entertainment and technology communities. I’m proud of what we have done together. We’ve made a difference.”

In 1991, AFI opened the first public training lab for filmmakers in Hollywood in a partnership with Apple Computer under DeMartino’s direction. Thousands of film, TV and music professionals had their first encounter with desktop computer media at the AFI’s program. DeMartino’s program of weekly “salons” provided a stimulating crossroads for Hollywood and Silicon Valley, sparking new alliances, companies and accelerating the pace of change. In 1998, DeMartino launched a unique collaborative prototyping center that became the AFI Digital Content Lab, responsible for nearly 100 projects involving thousands of mentor companies from around the world.

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Under DeMartino's leadership, AFI launched a website in 1995 and began to stream video from the site in 1996. In recent years, DeMartino led AFI's efforts to develop a robust presence on YouTube and other social media networks, and has played a key role in developing AFI's video archives plan and a new Academic Network for the *AFI Catalog of American Feature Films*. In the late 1990s, he built a market for AFI short films in partnership with Intertainer.com and for distance learning with Fathom.com. DeMartino has managed alliances with a roster of blue-chip tech companies over the years, including Apple, Intel, Microsoft, AOL, IBM, Adobe and many others. He was also responsible for a long-term alliance between AFI and public television.

DeMartino was ranked #3 on the Hollywood Reporter's "Digital 50" in 2006, and twice on the Los Angeles Business Journal's annual list of the most influential technology executives in Southern California. He has been a frequent speaker at conferences and festivals around the world, including MIP-TV, MILIA, NAB, NCTA, NATPE, X-Media Lab, Digital Hollywood, CES, MacWorld, Sundance and many others.

DeMartino was first hired at AFI in 1990 to run AFI's Cinetex, a film festival and conference in Las Vegas. Earlier, he held various posts at the AFL-CIO in Washington, DC, and was a documentary television producer, an advertising and marketing consultant, co-author of two books and taught graduate courses in media studies at Antioch College. As a young journalist, he covered the White House and Capitol Hill, and was an early advocate of community video, helping to launch one of the first video production centers in the US.

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 and scholarly record of American films made from 1893 to the present, and the **AFI Archives**, which contains rare footage from AFI's history.

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; **AFI Project: 20/20**, a global exchange initiative, and year-round programming at the **AFI Silver Theatre** in the Washington, DC 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, and showcases the work of young storytellers through **AFI ScreenNation**.

Additional information about AFI is available at AFI.com.

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