



NEWS RELEASE

AFI's 100 YEARS...100 MOVIE QUOTES THE MOST MEMORABLE PHRASES FROM FILM CELEBRATED IN EIGHTH ANNUAL AFI/CBS TELEVISION EVENT

**“Here’s Looking at You, Kid,” “Show Me the Money!”
“I’ll be Back” and Hundreds More
Vie for the Title of “Movie Quote of The Century”**

LOS ANGELES, November 17, 2004—The American Film Institute (AFI) today announced that **AFI's 100 Years . . . 100 Movie Quotes** will be the theme for AFI's eighth annual celebration of 100 years of American movies.

AFI'S 100 Years . . . 100 Movie Quotes: America's Greatest Quips, Comebacks and Catchphrases will count down America's 100 greatest lines of dialogue spoken in the movies, as chosen by experts of the motion picture community, in a three-hour television event on the CBS Television Network in June 2005.

Last year's special, **AFI's 100 Years . . . 100 Songs**, was the most popular AFI special in the series to date, winning the night handily and coming in third for the week with an 8.3 household rating and a 14 share, representing a 66% ratings advantage over its nearest competitor. Due to its popularity, CBS rebroadcast the special on August 13, 2004.

Each year, the AFI program has garnered considerable attention from movie lovers around the world. Previous programs within this series have included **AFI 100 Years...100 Movies** (1998), **. . . 100 Stars** (1999), **. . . 100 Laughs** (2000), **. . . 100 Thrills** (2001), **. . . 100 Passions** (2002), **. . . 100 Heroes & Villains** (2003) and **. . . 100 Songs** (2004).

“Great movie quotes become part of our cultural vocabulary,” stated AFI's Director and CEO Jean Picker Firstenberg. "When you consider that any phrase from American film is eligible, you realize this is our most subjective topic to date. We expect nothing less than a war of words as we re-ignite interest in classic American movies."

For the eighth consecutive year, the primetime special will be executive produced and directed by Gary Smith; executive produced for AFI by former AFI Board chair Frederick S. Pierce; and produced by Dann Netter and Bob Gazzale. SFM Entertainment LLC is the distributor of the program. Past sponsors of the series have included General Motors, Pepsi, Johnson & Johnson, Best Buy, Anheuser-Busch, Colgate-Palmolive and all major motion picture companies.

About the Jury Process

Today, AFI distributed a ballot with 400 nominated movie quotes to a jury of over 1,500 leaders from the creative community, including film artists (directors, screenwriters, actors, editors, cinematographers), critics and historians.

This year, the jury will be asked to choose up to 100 movie quotes from a comprehensive list, including entries such as “Here’s lookin’ at you, kid” (CASABLANCA), “Frankly, my dear, I don’t give a damn” (GONE WITH THE WIND), “Why don’t you come up sometime and see me?” (SHE DONE HIM WRONG), “May the Force be with you” (STAR WARS), “Houston, we have a problem” (APOLLO 13), “Snap out of it!” (MOONSTRUCK), “You can’t handle the truth!” (A FEW GOOD MEN), “I’ll be back” (THE TERMINATOR) and “Show me the money!” (JERRY MAGUIRE).

Due to the extensive number of memorable movie lines in American film, jurors may also write in votes for up to five quotes that may not already appear on the ballot.

The jurors have been asked to consider the following criteria in making their selections:

MOVIE QUOTE

A statement, phrase or brief exchange of dialogue spoken in an American film.* (Lyrics from songs are not eligible.)

CULTURAL IMPACT

Movie Quotes that viewers use in their own lives and situations; circulating through popular culture, they become part of the national lexicon.

LEGACY

Movie Quotes that viewers use to evoke the memory of a treasured film, thus ensuring and enlivening its historical legacy.

*AFI defines an American film as an English language motion picture with significant creative and/or financial production elements from the United States. Additionally, only Movie Quotes from feature-length American films released before January 1, 2004, will be considered. AFI defines a feature-length film as a motion picture of narrative format that is typically over 60 minutes in length.

Interesting Facts about the Ballot

Chronologically, the ballot spans from 1927—with the first full-length sound film, THE JAZZ SINGER: "Wait a minute, wait a minute. You ain't heard nothin' yet!"—to 2002 and "My precious" from THE LORD OF THE RINGS: THE TWO TOWERS.

CASABLANCA has seven quotes in AFI's ballot, making it the most represented film.

THE WIZARD OF OZ is the second most represented film with six quotes.

Humphrey Bogart has 10 quotes on the ballot, the most represented male actor. Al Pacino and the Marx Brothers follow with six quotes each and Tom Hanks, Robert De Niro, James Stewart

and Jack Nicholson are all represented with five quotes each. Funnymen Woody Allen, Peter Sellers and Mike Myers each have four quotes represented.

Bette Davis, Greta Garbo, Judy Garland and Vivien Leigh each have four memorable movie quotes on the ballot.

Billy Wilder is the top represented writer with 13 quotes, some co-written with I.A.L. Diamond, Charles Brackett and Raymond Chandler. Frances Ford Coppola has nine quotes represented, with seven coming from THE GODFATHER Trilogy. Mario Puzo, Coppola's collaborator on THE GODFATHER trilogy, has a total of eight quotes. Julius J. Epstein, Philip G. Epstein and Howard Koch each have seven quotes (all from CASABLANCA), followed by Woody Allen with six and Cameron Crowe, William Goldman and Stanley Kubrick with five quotes each.

1939 is the most represented year with 19 movie quotes. 1942 has 17 quotes and 1980 has 12.

About AFI

AFI is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. AFI trains the next generation of filmmakers at its world-renowned Conservatory, maintains America's film heritage through the *AFI Catalog of Feature Films* and explores new digital technologies in moviemaking through AFI's New Media Ventures. As the largest nonprofit exhibitor in the US, AFI ON SCREEN offers year-round programming at the ArcLight Hollywood and the annual AFI Los Angeles International Film Festival, as well as at the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland—including the annual SILVERDOCS: AFI/Discovery Channel Documentary Festival. The annual almanac for the 21st century, AFI AWARDS honors the most outstanding motion pictures and television programs of the year, while **AFI's 100 Years . . .** series has ignited extraordinary public interest in classic American movies. And, during the past 32 years, AFI's Life Achievement Award has become the highest honor for a career in film. Additional information about AFI is available at AFI.com.

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