



NEWS RELEASE

AFI APPOINTS FESTIVAL DIRECTOR OF THE SILVER: AFI/DISCOVERY DOCUMENTARY FESTIVAL

LOS ANGELES, CA, January 28, 2001—The American Film Institute (AFI) has appointed Wendy Braitman to head THE SILVER: AFI/Discovery Documentary Festival, a global showcase of documentary film set to launch in June of 2003 in the newly restored AFI Silver in Silver Spring, Maryland.

"We are very excited about our affiliation with the festival," said James Hindman, AFI's Co-Director and COO. "Braitman's talent and experience will set the bar for THE SILVER: AFI/Discovery Documentary Festival, which is destined to be one of the premiere documentary venues in the world."

Wendy Braitman founded IFFCON, the International Film Financing Conference in 1994, and has been the Director since its inauguration. From its launch, IFFCON has become North America's premier forum for the financing of independent film. Braitman was a 2001 recipient of the Gerbode Fellowship, an award honoring outstanding executives of nonprofit organizations. She was also associate producer for THE CELLULOID CLOSET, a documentary from Oscar® winners Rob Epstein and Jeffrey Friedman, and co-producer of LIFE TASTES GOOD, which premiered at the 1999 Sundance Film Festival. Braitman served as creative consultant for Eveo, a digital entertainment company, and initiated EveoPitch, a project connecting selected Eveo users with film development executives. She has been a frequent panelist on international film financing and co-production panels at various workshops and trade forums around the world.

"Documentaries often allow for the most original visions in film and have the potential to impact our world," said Wendy Braitman. "I see THE SILVER: AFI/Discovery Documentary Festival as a great opportunity to bring filmmakers and executives together in a productive environment, while heightening audience appreciation of the art form."

THE SILVER: AFI/Discovery Documentary Festival is a collaboration between the American Film Institute and Discovery Communications, Inc. and will debut in June 2003. It will be a major competitive festival that will present documentaries from all over the world in the AFI Silver, a facility equipped with three state-of-the-art screens of the highest technical and aesthetic standards. Headquartered in the Washington, DC, area, the center of documentary film and news production in the USA, THE SILVER: AFI/Discovery Documentary Festival is positioned to attract not only filmmakers, but also buyers and commissioning editors. Featuring an international competition, special screenings, showcases and retrospectives, THE SILVER: AFI/Discovery Documentary Festival will actively seek the participation of networks, distributors and cultural institutions not only from the United States, but also from Africa, Asia, Australia, Europe, North and South America.

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los Angeles International Film Festival, the AFI National Theater at the Kennedy Center in Washington, DC, and the annual AFI Life Achievement Award, the highest honor given for a career in film. More information about AFI can be found at www.AFI.com.

Discovery Communications, Inc. (DCI) is the leading global real-world media and entertainment company. DCI has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in more than 155 countries and territories with over 650 million cumulative subscribers. DCI's 33 networks of distinctive programming represent 14 entertainment brands including TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery Kids, and a family of digital channels. DCI's other properties consist of Discovery.com and 170 Discovery Channel retail stores. DCI also distributes BBC America in the United States.

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