



## **NEWS RELEASE**

### **AMERICAN FILM INSTITUTE TEAMS WITH AMERICAN MOVIE CLASSICS FOR AFI - MAD MEN GOLF CLASSIC**

### **CAST MEMBERS FROM EMMY AWARD-WINNING SHOW WILL PLAY AT EL CABALLERO COUNTRY CLUB, OCTOBER 13, 2008**

LOS ANGELES, CA, October 9, 2008--The American Film Institute will join forces with AMC's Emmy Award-winning drama, MAD MEN to present the AFI - MAD MEN Golf Classic to support AFI. The tournament will be held at El Caballero Country Club in Tarzana on Monday, October 13, 2008. All funds raised are in support of AFI's educational and cultural programs.

Confirmed to participate are the show's creator and Executive Producer, Matthew Weiner, along with cast members Jon Hamm, Michael Gladis, Joel Murray, Aaron Staton, Rich Sommer, and Executive Vice President and General Manager of AMC, Charlie Collier with additional members of the cast yet to be confirmed. AFI Trustees Mark Canton, Rich Frank and Bob Rehme serve as the tournament Chairs.

Additional participants will include Peter Gallagher, Dennis Haysbert, Joe Mantegna, Eric Close, Matt Craven, Kevin Nealon, Andy Richter, Joel Gretsch, Kevin McKidd, C.S. Lee, Bailey Chase, Brendan Fehr, James Remar, Greg Itzin, Michael O'Neill, Jackie Flynn, Jeff Nordling and Kevin Sorbo.

Co-Sponsors of the AFI-MAD MEN Golf Classic are American Airlines, Anheuser-Busch, Calvin Klein, and Izod. Cadillac is also returning as the exclusive automotive sponsor.

The El Caballero Country Club in Tarzana boasts a premier 18-holes of championship golf, tennis and swimming facilities, banquet facilities and dining are; making it one of the prime locations for social and sporting events in the Greater Valley. El Caballero has hosted the City of Hope Office Depot LPGA Championship from 2001-2003, and has been the choice for the U.S.G.A. sectional qualifying rounds for many years.

#### **About the American Film Institute**

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 the world-renowned AFI Conservatory, maintains America's film heritage through the AFI Catalog of Feature Films, and explores new digital technologies in entertainment and education through the AFI Digital Content Lab and AFI ScreenNation.

As the largest nonprofit exhibitor in the US, AFI ON SCREEN encompasses the annual AFI FEST presented by Audi: AFI Los Angeles International Film Festival, AFI DALLAS International Film Festival Presented by Target, Founding Sponsor Victory Park - as well as year-round programming at ArcLight Hollywood and Sherman Oaks, and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland, including SILVERDOCS: AFI/Discovery Channel Documentary Festival. AFI AWARDS, the annual almanac for the 21<sup>st</sup> Century, 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, over the past 36 years, AFI's Life Achievement Award remains the highest honor for a career in film. Additional information about AFI is available at AFI.com.

#### **About AMC**

AMC is a multi-platform network that celebrates classic movies and high-quality scripted series. Among the elite services available in nearly 93 million homes (Source: Nielsen Media Research), AMC defines what it means to be a classic movie network today, creating a distinctive viewing experience that celebrates all that is enduringly cool, personal and powerfully relevant about movies. AMC's comprehensive library of popular movies strike a meaningful chord with its audience, and its critically-acclaimed slate of originals all have a cinematic quality that allow them to complement and be complemented by some of the best movies of all time. AMC is a subsidiary of Rainbow Media Holdings LLC, which includes sister networks IFC, WE tv and Sundance Channel. AMC is THE FUTURE OF CLASSIC.

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