



NEWS RELEASE

JACK VALENTI RECEIVES AFI CHARLTON HESTON AWARD

AFI Board of Trustees Salute Legendary Film Statesman

LOS ANGELES, CA, February 26, 2004—The American Film Institute (AFI) Board of Trustees today presented AFI Founding Board member and Chairman and CEO of the Motion Picture Association of America, Jack Valenti, the AFI Charlton Heston Award, announced Howard Stringer, Chair of the AFI Board of Trustees.

The AFI Charlton Heston Award, established last year to acknowledge individuals who have made distinguished contributions to both the film and television communities and to the American Film Institute, was presented to Valenti at a private luncheon with the AFI Board of Trustees on Thursday, February 26, at the Beverly Hilton Hotel.

Valenti, the preeminent film and television community statesman, was Special Advisor to President Lyndon B. Johnson in 1965 when Johnson announced during an event in the White House Rose Garden that an American Film Institute would be created. Two years later, Valenti became one of the institute's 22 founding trustees. Over the next 37 years, Valenti worked energetically and effectively for AFI, highlighted by a 1989 event—hosted by President and Mrs. George Herbert Bush—called "Back to the Rose Garden," in memory of President Johnson's pronouncement 25 years earlier.

"Jack Valenti is the eloquent voice of the film community to the world and a tireless supporter of AFI. He has served AFI through decades of historic and cultural change in the art form. His unmatched influence and valuable perspective on the creative process helped AFI to become the prestigious moving image arts organization that it is today," commented Stringer.

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More About Jack Valenti

Texas born, Harvard educated, Valenti has led several lives: a wartime bomber pilot, advertising agency founder, political consultant, White House Special Assistant to President Lyndon B. Johnson and movie industry leader. In 1966, Valenti became the third man in the Motion Picture Association's history (founded in 1922) to become its leader. Valenti has written four books and writes extensively for America's preeminent newspapers and magazines. France has conferred upon him its highly prized Legion d'Honneur, the French Legion of Honor. Valenti has been awarded his own star on the Hollywood Walk of Fame and is a Life Member of the Directors Guild of America.

About the AFI Charlton Heston Award

Established by the AFI Board of Trustees in 2003, the board, at its discretion, will select an individual to receive the Charlton Heston Award who has made distinguished contributions to both the film and television communities and to AFI. The first recipient of this honor, Charlton Heston, was presented with the award in his home during a private ceremony on September 23, 2003, attended by AFI Founding Trustee Jack Valenti and AFI Director and CEO Jean Picker Firstenberg. Heston was honored for his leadership as President of the Screen Actors Guild (1965-1971); Chairman of the AFI Board of Trustees (1971-1982); President of AFI (1983-2002) and for his career as an international movie star and actor in film, television and stage.

About the American Film Institute

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 filmmakers at its world-renowned Conservatory, provides film preservation leadership and explores new digital technologies in moviemaking. AFI's New Media Ventures programs bring together the creative and digital communities, as the department seeks to develop a literacy program for the 21st century, helping young people learn to read and write screens of all sizes-cinema, television, computer and the Internet. With AFI ON SCREEN, the institute is the largest nonprofit exhibitor in the US, with programs at the AFI Los Angeles International Film Festival (AFI FEST);

the AFI National Film Theater at the John F. Kennedy Center for the Performing Arts in Washington, DC; and the AFI Silver Theatre and AFI Honors Valenti/ Page 3 of 3

Cultural Center in Silver Spring, Maryland. A 49,000 square foot complex with three theatres—one historic, two new state-of-the-art stadium-style theatres—the AFI Silver exhibits film and video generally unavailable elsewhere in the region. AFI's annual almanac for the 21st century, **AFI AWARDS**, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years . . . 100 Movies, 100 Stars, 100 Laughs, 100 Thrills, 100 Passions** and **100 Heroes & Villains** have ignited extraordinary public interest in classic American movies. During the past 31 years, AFI's Life Achievement Award has become the highest honor for a career in film. More information about AFI can be found by visiting its Web site, located at www.AFI.com.

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ON 2/26/04 at 2:00 P.M. (PST) AT
<http://www.afi.com/heston>**

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