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**AMERICAN FILM MARKET AND AFI FEST PRESENTED BY AUDI  
PARTNERSHIP NOW LARGEST FILM INDUSTRY EVENT  
IN NORTH AMERICA**

**Organizers Predict Record Attendance at  
2006 International Market and Festival**

LOS ANGELES, CA, September 20, 2006 – Since the formation of their strategic partnership in 2004, the American Film Market and AFI FEST presented by Audi have grown to become the largest gathering of film industry professionals in North America. Registration is running well ahead of last November’s events and organizers predict that turnout for this year will easily top the 2005 attendance of more than 9,000 individuals working in all facets of the motion picture industry from 70 countries. The AFM is set for November 1-8, 2006 in Santa Monica and the AFI FEST will take place November 1-12, 2006 in Hollywood.

The announcement was made today by Jonathan Wolf, Executive Vice President, Independent Film & Television Alliance and Managing Director, American Film Market and Christian Gaines, Director, AFI FEST.

The premier events have experienced steady growth each year. In 2005, the AFM hit a record-breaking attendance of 8,014, including acquisition and development executives, agents, attorneys, directors, distributors, financiers, film commissioners, producers and writers, and organizers are anticipating a 5% increase for the 2006 Market.

AFI FEST also registered record numbers in 2005 with 512 filmmakers from 35 countries, 372 international press representatives, 343 industry professionals, as well as 60,087 consumer attendees. AFI FEST, which in 2006 will be celebrating 20 years as a program of the American Film Institute, is projecting further growth over last year.

“A major benefit of our partnership with AFI FEST is the opportunity for a selection of our exhibitors’ films to be programmed in the Festival, creating additional exposure and marketing platforms,” said Wolf. “Producers and distributors from around the world have successfully integrated the Festival and Market. Their feedback has been terrific.”

“AFI FEST filmmakers are building the Market into their strategies. Many have sales representation at AFM, while some are orienting themselves to the Market

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for the very first time,” added Gaines. “Enthusied audiences and potent press prospects at AFI FEST combined with the international business environment of AFM offers fertile ground for opportunity.”

Of the 75 narrative feature films and 17 feature documentaries that played at AFI FEST 2005, 45 films were represented in both the film festival and the film market. In 2005 alone, films securing territories, including U.S. distribution in many cases included: MUTUAL APPRECIATION, THE LOST CITY, RIPLEY UNDERGROUND, THE RED SHOES, THROUGH THE FIRE, AN AMERICAN HAUNTING, FUCK and SPL.

The association between the two events has built a bridge between art and commerce, broadening the opportunities for all participants. While the AFM and AFI FEST continue to be individually managed, they have created a number of joint programs that bring value to the vast domestic and international constituency that attends the events:

- AFM provides Market badges to all of AFI FEST’s filmmakers, which allows them access to the entire Market, including AFM’s lineup of conferences and seminars where they can interact with and learn from prominent filmmakers, financiers, industry executives and talent.
- AFM hosts a brunch and workshop for AFI FEST filmmakers to educate them on how to navigate and take advantage of opportunities at the Market.
- AFM offers a press conference center for AFI FEST filmmakers to showcase talent and make announcements regarding their films to the attending international media.
- AFI FEST created a Priority List program to provide the maximum number of benefits at AFI FEST to AFM exhibitors who desire to make the most out of the AFI FEST/AFM partnership. Priority List members receive priority industry badges, reserved Gala tickets, hotel rooms, entry into AFI FEST parties and free luxury transportation. 95 AFM exhibitors joined the Priority List program in 2005.
- All AFM exhibiting companies receive a complimentary AFI FEST ProPass, as well as access to exclusive ticket pre-sales.
- Each AFM buying company is eligible for complimentary tickets to any regular festival screening at AFI FEST.
- All AFM badge holders get unlimited access to the AFI FEST’s Cinema Lounge in the AFI FEST Rooftop Village, which serves as the Festival’s central hospitality area and meeting place.

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- AFM buyers have the opportunity to screen titles on DVD or VHS at the AFI FEST Video Library.
- AFM offers internship opportunities for “Fellows” of the American Film Institute’s producers program with AFM exhibiting companies. 20 students participated in this program in 2005.
- Complimentary round-trip transportation on the exclusive AFM to AFI FEST shuttle bus running non-stop daily from the AFM headquarters at the Loews Santa Monica Hotel to the ArcLight Theater Complex in Hollywood, home of AFI FEST.

### **About the AFM**

As previously announced, as a result of the continued growth, the AFM, for the third consecutive year, has increased office space at the Le Merigot Hotel, located directly next to the Loews Santa Monica Beach Hotel in order to meet the needs of its new and returning exhibitors.

The business of independent motion picture production and distribution reaches its peak every year at the American Film Market (AFM), the premiere global marketplace. Founded in 1981, the AFM is a pivotal destination for independent filmmakers and business people from all over the world. Each year, more than 8,000 industry professionals converge in Santa Monica for eight days of deal-making, screenings, seminars, red carpet premieres, networking and parties. Participants come from over 70 countries and include acquisition and development executives, agents, attorneys, directors, distributors, financiers, film commissioners, producers, writers, the world’s press, and all those who provide services to the motion picture industry.

Unlike a film festival, the AFM is a marketplace where production and distribution deals are closed. In just eight days, more than \$800 million in deals will be sealed — on both completed films and those that haven’t started shooting yet.

The AFM offers more than 900 screenings of approximately 550 films - 31 new films every two hours - the majority of them world or U.S. premieres. Titles range from big budget blockbusters that will be released by the major studios in the U.S., to lower budget genre films and art films recognized at international film festivals, all destined for theaters and television around the world.

The AFM is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world’s producers and distributors of independent motion pictures and television programs. For more information, please visit [www.americanfilmmarket.com](http://www.americanfilmmarket.com)

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**About AFI FEST presented by Audi**

AFI FEST is a program of the American Film Institute (AFI), a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. Celebrating 20 years as a program of the American Film Institute, AFI FEST 2006 presented by Audi will span 11 days in November, featuring international competitions of brand new films from emerging filmmakers, global showcases of the latest work from the great film masters and nightly red-carpet gala premieres.

Attendees descend upon the AFI FEST Rooftop Village in the heart of Hollywood for hundreds of screenings, receptions and special events, with the majority of activity headquartered the state-of-the-art ArcLight Hollywood complex.

Kicking off the awards season each year, AFI FEST offers a crucial avenue of exposure to the entertainment community, while providing appreciative audiences with a festive atmosphere and the very best of world film, right in the film capital of the world.

Additional information about AFI FEST is available at [AFI.com](http://AFI.com).

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