



NOV 1-12 2006

NEWS RELEASE

FOR IMMEDIATE RELEASE

AMERICAN FILM INSTITUTE ANNOUNCES AFI PROJECT: 20/20 Filmmaker Exchange Program Launches as Part of AFI FEST 20 Years Celebrations

September 25, 2006—American Film Institute (AFI) announces AFI PROJECT 20/20, an unprecedented effort to enhance international cultural exchange and collaboration among filmmakers around the world. Up to 20 American and international filmmakers—all of whom will have films screening at this year's AFI FEST presented by Audi—will participate in the program. The filmmakers invited to participate in AFI PROJECT 20/20 will be unveiled at AFI FEST 2006, held November 1-12 in Hollywood, CA. This program was developed as part of the celebrations for AFI FEST's 20th year.

AFI PROJECT: 20/20 brings together the President's Committee on the Arts and the Humanities (PCAH), the Department of State, the National Endowment for the Arts (NEA), the National Endowment for the Humanities (NEH) and the Institute of Museum and Library Services in support of this effort.

AFI PROJECT: 20/20 is a unique cultural exchange for filmmakers designed to foster cross-cultural understanding and respect while nurturing filmmaking excellence—with the goal of developing ways in which these artists and their films can help promote cultural awareness and understanding and challenge stereotypes, while presenting a fresh, clear vision of the common values people share. By sharing their films with audiences here and abroad, AFI PROJECT: 20/20 will encourage understanding and appreciation of values such as freedom of expression, tolerance and rights in intellectual property.

"We are grateful for the opportunity afforded by the President's Committee on the Arts and the Humanities, the State Department and the National Endowment for the Arts. We are proud with AFI PROJECT: 20/20 to expand international exchanges and collaborations and enhance global understanding and communication among the world's filmmakers," stated Jean Picker Firstenberg, AFI's President and CEO.

Through meetings, appearances at film festivals and other venues around the world and through professional and cultural exchanges, AFI PROJECT: 20/20 filmmakers will promote ways in which film can help develop people's understanding of one another.

Participants will be invited based on their filmmaking excellence and their potential for positively interacting with film professionals, filmmaking peers, cultural officials and audiences in foreign countries. AFI FEST will be the first stop on this international touring program. Outreach and educational programs will be held at universities, film archives, libraries or other institutions here and abroad.

“There is no better way for people to know one another than by sharing their personal stories. AFI PROJECT: 20/20 allows filmmakers to know one another on a personal basis and to share their work with audiences here and abroad. Our recent Symposium on Film, Television, Digital Media, and Popular Culture in Los Angeles bore fruit and AFI 20/20 is it,” says Adair Wakefield Margo, Chairman, President’s Committee on the Arts and the Humanities.

AFI PROJECT: 20/20 honors the 20 year anniversary of AFI FEST, which in 2005 featured 35 countries as represented by 522 filmmakers and guests with an attendance of over 60,000. AFI FEST 2006 presented by Audi will span 11 days and feature international competitions of brand new films from emerging filmmakers, global showcases of the latest work from the great film masters and gala premieres.

The federal partners in AFI PROJECT: 20/20 include the following:

The US Department of State Bureau of Educational and Cultural Affairs (ECA)

The US Department of State Bureau of Educational and Cultural Affairs (ECA) administer exchange programs that are among the most effective tools of public diplomacy. These initiatives increase mutual understanding between the people of the United States and those of other countries.

The President’s Committee on the Arts and the Humanities (PCAH)

The President’s Committee on the Arts and the Humanities (PCAH) bridges the interests of federal agencies and the private sector, supports special projects that increase participation, and helps incorporate the humanities and the arts into White House objectives. Mrs. Laura Bush is the Honorary Chair of the PCAH.

The National Endowment for the Arts (NEA)

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Because democracy demands wisdom, the National Endowment for the Humanities serves and strengthens our Republic by promoting excellence in the humanities and conveying the lessons of history to all Americans.

The National Endowment for the Humanities (NEH)

The National Endowment for the Humanities serves and strengthens our Republic by promoting excellence in the humanities and conveying the lessons of history to all Americans.

The Institute of Museum and Library Services (IMLS)

The Institute of Museum and Library Services is an independent federal grant-making agency dedicated to creating and sustaining a nation of learners.

About AFI FEST

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. 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.

In 2005, with 129 films from 44 countries, AFI FEST was host to 522 filmmakers and guests from 35 countries. More than 60,000 attendees descended upon the AFI FEST 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.

The American Film Market (AFM), November 1 – 8, 2006 is the market partner of AFI FEST. Together, AFI FEST and AFM provide the only concurrent festival/market event in North America. As the largest motion picture trade event in the world, AFM draws film community leaders from around the globe. Each year over 8,000 attendees converge on Santa Monica for deal making, screenings, seminars, networking and parties. For more information, visit www.americanfilmmarket.com.

AFI FEST 2006 presented by Audi is supported in part by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission, the Department of Cultural Affairs, City of Los Angeles and the Hollywood Sign Trust. AFI FEST is proud to continue its collaborative partnership with the Skirball Cultural Center.

AFI PROJECT: 20/20 is presented in cooperation with the President's Committee on the Arts and the Humanities, supported by a partnership of the Department of State, the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum and Library Services.

AFI FEST 2006 presented by Audi is sponsored in part by American Airlines, ArcLight Hollywood, Absolut Vodka, Aquafina, Best Buy, Charriol, Eastman Kodak Company, Hollywood Roosevelt Hotel, Midway Car Rental, Moviefone, NEC and Stella Artois. The Los Angeles Times is the Festival's Presenting Media Partner. Additional media partners include Current TV, Indie 103.1 and LA Weekly and Univision.

AFI FEST photos are available at: <http://www.afi.com/about/press/afifest06/index.asp>

About Audi of America

Audi's history in America dates to 1969, when the brand was first introduced to the U.S. market. Today, a network of over 260 Audi dealers currently offers a line of premium vehicles that include the Audi A3 compact; the sporty A4 sedan, Avant and Cabriolet models; the high performance S4 sedan, Avant and Cabriolet models; the high-revving RS 4 sports sedan; the design-leading A6 sedan and Avant; the V10-powered S6 sport sedan; the all-new Audi Q7 performance SUV; and the all-aluminum Audi A8 and S8 sedans.

Audi of America is headquartered in Auburn Hills, Michigan, and markets a line of luxury cars built in plants in Ingolstadt and Neckarsulm, Germany; Bratislava, Slovakia; and Győr, Hungary.

###

Editor's Note:

Getty Images is the Official Photographer of AFI. Daily imagery from AFI FEST 2006 will be available at www.gettyimages.com.

Additional images—including select daily hand-outs from Getty Images—as well as press information, production notes, archival materials and film stills are available at www.image.net.

REGISTRATION INSTRUCTIONS FOR IMAGE.NET

There is no charge to the media to download images or press information from image.net, however you must be registered.

- 1) Log on to www.image.net <<http://www.image.net/>> and click on "register."
- 2) Fill in the registration form (this will take less than two minutes)
- 3) When asked for a referral code, enter 6560.

If you need assistance with this process, you may call image.net's toll free 24-hr. helpline at (888) 373-1500.

PRESS CONTACT:

Jennifer Morgerman, Director, Publicity, AFI FEST, 323.962.9387, jmorgerman@AFI.com

Alison Deknatel, Director, Communications, AFI, 323.856.7896, adeknatel@AFI.com