



NEWS RELEASE

AFI FEST 2010 presented by Audi ANNOUNCES NEW FESTIVAL LEADERSHIP

Los Angeles' Longest Running International Film Festival Also Announces Return of Groundbreaking "See A Film On Us!" Program That Offers Free Tickets To All Screenings

LOS ANGELES, CA, January 26, 2010—**AFI FEST presented by Audi** will return to Hollywood, California in November for its 24th year. In an encore of the "See A Film On Us!" program that proved successful last year, AFI Fest 2010 will offer free daytime screenings and a limited number of free tickets to evening screenings and galas, including Opening and Closing Night.

AFI also announced today that Jacqueline Lyanga, an AFI veteran programmer and key architect in the planning and implementation of AFI FEST and other AFI events since 2005, has been named Festival Director for AFI FEST. Lyanga is also a graduate of the AFI's world-renowned AFI Conservatory.

Joining her is another AFI FEST veteran, Lane Kneeder, who has been named Associate Director of Programming. Returning as Festival Producer is Derek Call, who managed Festival operations and the eight-acre AFI Campus from 2002-2008.

Audi of America returns as AFI FEST's presenting sponsor. Other returning sponsors include American Airlines and the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. AFM (American Film Market) continues as the market partner with AFI FEST.

"This is an expert AFI team who will enrich the institute's proud tradition of bringing the world's finest films to the world capital of moviemaking," said Nancy Harris, COO of the American Film Institute. "Thanks to Audi as our presenting sponsor and our other committed sponsors, we're also proud to offer the 'See A Film On Us!' program again. What began as a recession-inspired experiment has proven a new model for film festivals where the price of admission is not a barrier to experiencing the best of world cinema," continued Harris.

AFI FEST Festival Director Jacqueline Lyanga said, "I'm looking forward to carrying on the 24 year tradition of AFI FEST at the American Film Institute. AFI FEST is an internationally renowned film festival that has consistently responded to change with

innovation, and AFI is committed to honoring artists and their work at the highest level. It's a privilege to be a part of that mission."

AFI FEST 2010 presented by Audi will feature domestic and international works from emerging filmmakers and modern masters, nightly special screenings, tributes and red-carpet gala premieres. In addition to the free screenings, AFI FEST passes for reserved seats at evening galas and tributes will be available for purchase.

Additional information about AFI FEST 2010, including specific dates and venues, will be available soon.

AFI FEST presented by Audi will begin accepting submissions in March. The final deadline for shorts (under 30 minutes) is July 30, 2010. The final deadline for features (over 30 minutes) is August 13, 2010. Acceptance decisions will be announced in early October. For more information email programming@AFI.com, or call 1.866.AFI.FEST.

AFI FEST is the only film festival in the United States to hold the prestigious FIAPF accreditation (FIAPF.org), assuring a high standard of quality and reliability for the international film community. The Academy of Motion Picture Arts and Sciences recognizes AFI FEST as a qualifying festival for the Short Films category of the annual Academy Awards.

The American Film Market (AFM), to be held November 3-10, 2010, is the market partner of AFI FEST. Since its formation in 2004, this alliance has grown into the largest gathering of film professionals in North America. The association between the two events connects art and commerce, broadening the opportunities for all participants.

Last year's AFI FEST presented by Audi enjoyed record attendance, as audiences turned out in force to attend films and special events. Programming highlights from AFI FEST 2009 presented by Audi included 7 consecutive nights of galas and tributes, including FANTASTIC MR FOX, PRECIOUS, THE MESSENGER, A SINGLE MAN, THE ROAD and a 50th Anniversary digitally re-mastered presentation of Alfred Hitchcock's NORTH BY NORTHWEST; tributes to Viggo Mortensen and Christopher Plummer, the latter featuring a screening of THE LAST STATION; red carpet appearances by Wes Anderson, Drew Barrymore, Angela Bassett, Kate Beckinsale, Nicolas Cage, Lee Daniels, Julie Delpy, Robert De Niro, Colin Firth, Tom Ford, Terry Gilliam, Woody Harrelson, Werner Herzog, Martin Landau, Julianne Moore, Mo'Nique, Bill Murray, Tyler Perry, Eva Marie Saint, Jason Schwartzman, Charlize Theron and Oprah Winfrey; and access to the AFI Digital Content Lab's 2-day DigiFest conference.

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 its world-renowned AFI Conservatory, preserves the legacy of America's film heritage through the AFI Catalog of Feature Films and AFI Archives, explores new digital technologies at the AFI Digital Content

Lab and honors artists and their work through a variety of programs and special events.

For 37 years, the AFI Life Achievement Award has remained the highest honor for a career in film. AFI also honors the most outstanding motion pictures and television programs of the year at AFI Awards, the institute's almanac for the 21st century, while AFI's 100 Years... series has introduced and reintroduced classic American movies to millions of film lovers. And as the largest nonprofit exhibitor in the United States, AFI's festivals include AFI FEST presented by Audi in Los Angeles and AFI/Discovery Channel SILVERDOCS documentary festival in Silver Spring, Maryland. AFI exhibition also offers year-round programming at the AFI Silver Theatre and Cultural Center in the Washington DC, area. Additional information about AFI is available at AFI.com.

About AFI FEST

Celebrating its 24th year as a program of the American Film Institute, AFI FEST 2010 presented by Audi will take place in November in the heart of Hollywood. 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 center of the film capital of the world.

The American Film Market (AFM), November 3-10, 2010, is the market partner of AFI FEST. Together, AFI FEST and AFM provide the only concurrent festival/market event in North America. AFI FEST is the only FIAPF-accredited film festival in the United States. The Academy of Motion Picture Arts and Sciences recognizes AFI FEST as a qualifying festival for the Short Films category for the annual Academy Awards®.

AFI PROJECT: 20/20 is an American Film Institute international initiative designed to enhance cultural exchange, understanding and collaboration through filmmakers and their films from the US and abroad. It is an unprecedented cultural diplomacy effort that is the only international filmmaker exchange supported by all of America's cultural agencies—National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), Institute of Museum and Library Services (IMLS)—and the President's Committee on the Arts and the Humanities.

AFI FEST 2010 presented by Audi is sponsored in part by American Airlines, American Film Market (AFM) and the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. AFI FEST is proud to continue its collaborative partnership with the Skirball Cultural Center.

Additional information about AFI FEST presented by Audi is available at AFI.com/AFIFEST.

About Audi of America, Inc.

Audi of America, Inc. and its 270 U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally; during 2009, Audi outsold all other luxury brands in Europe. In the U.S. market, Audi posted the largest market share gain of any luxury automotive brand.

Between 2009 and 2012, Audi will spend nearly \$2 billion annually on new products and technology. Visit audiusa.com or audiusanews.com for more information regarding Audi vehicle and business issues. AUDI AG will present the complete results for the 2009 business year at its Annual Press Conference on March 9, 2010 in Ingolstadt.

About AFM

The business of independent motion picture production and distribution - a truly collaborative process - reaches its peak every year at the American Film Market. More than 7,000 industry leaders 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, festival directors, financiers, film commissioners, producers, writers, the world's press and all those who provide services to the motion picture industry.

AFM is the premier global marketplace for Hollywood's decision makers. In just eight days, more than \$800 million in deals are sealed — on both completed films and those that haven't started shooting yet — making AFM the must-attend industry event.

The American Film Market 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. More information can be found at IFTA-online.org and AmericanFilmMarket.com.

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CONTACT:

Hilary Morse
PMG-Platform Media Group
310-717-9592
hmorse@platformgrp.com

Marsha Conner
AFI-American Film Institute
323.856-7766
mconner@afi.com

Marissa Latini
AFI-American Film Institute
323.856-7718
mlatini@afi.com