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NEWS RELEASE

AFI FEST 2009 PRESENTED BY AUDI ANNOUNCES

SONY PICTURES CLASSICS' "THE WHITE RIBBON" TO JOIN FESTIVAL LINEUP

LOS ANGELES (October 16, 2009)—AFI FEST 2009 presented by Audi today announced that Sony Pictures Classics' *THE WHITE RIBBON* will join the festival lineup replacing their film *A PROPHET*.

Directed by Michael Haneke, *THE WHITE RIBBON* focuses on an obscure German farming village just before World War I. The population operates on the same notions of class, hierarchy and morality that have reigned for a thousand years, until sudden mysterious acts of cruelty and violence occur. Inexorably, the poison seeps into the fabric of everyday life, foreshadowing the horrific catastrophes that soon will redefine German identity. The film was the winner of this year's Palme d'Or and two other Cannes awards. *THE WHITE RIBBON* is due for release December 30.

THE WHITE RIBBON will screen on Sunday, November 1 at 7:00 PM.

The film takes the slot originally set for Sony Pictures Classics' *A PROPHET*. The switch was made due to a recent change in the release date for *A PROPHET*.

"We hate to lose an accomplished film like *A PROPHET*, but picking up a Palme d'Or winner certainly makes up for it," said AFI FEST Artistic Director Rose Kuo.

The addition of *THE WHITE RIBBON* gives AFI FEST an unprecedented collection of award-winning films from the year's notable film festivals in one lineup including (in alphabetical order):

CITY OF LIFE AND DEATH (San Sebastián International Film Festival Golden Seashell)

PRECIOUS: BASED ON THE NOVEL PUSH BY SAPPHIRE (Sundance Film Festival Grand Prize and Audience Award, Toronto International Film Festival People's Choice Award)

THE MILK OF SORROW (Berlin International Film Festival Golden Berlin Bear)

THE WHITE RIBBON (Cannes Film Festival Palme d'Or)

Free tickets to all Festival screenings are available online at AFI.com/AFIFEST or by phone at 866-AFI-FEST beginning today, at the Mann Chinese 6 Theatre (6925 Hollywood Blvd.) in the Hollywood and Highland Center beginning October 26, and on the day of scheduled screenings via Rush Lines. Early entry to all screenings can be secured by becoming a patron of the Festival and purchasing an AFI FEST Patron Pass. For more details, visit AFI.com.

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 its 23rd year as a program of the American Film Institute, AFI FEST 2009 presented by Audi will take place October 30-November 7. 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 4-11, 2009, 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®.

Additional information about AFI FEST is available at AFI.com.

AFI FEST 2009 presented by Audi is sponsored in part by American Airlines; Absolut Vodka; Little Black Dress Wines; Stella Artois; Hollywood Roosevelt Hotel; Mann Theatres; RR Donnelly; the Los Angeles Times; American Film Market (AFM); the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission; the Department of Cultural Affairs; and the Los Angeles Community Redevelopment Agency. AFI FEST is made possible in part by a grant from the Academy Foundation of the Academy of Motion Picture Arts and Sciences and is proud to continue its collaborative partnership with the Skirball Cultural Center. Entertainment Weekly is the Presenting Media Sponsor.

About Audi of America, Inc.

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi lineup is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful brands globally. Last year AUDI AG recorded its 12th consecutive record year for sales and profit growth. Visit audiusa.com or audiusanews.com for more information regarding Audi vehicle and business issues.

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