

AFI FEST 2009 presented by Audi Rolls Out October 30 to November 7

“SEE A FILM ON US” is the Theme of the 23rd Annual Film Festival featuring Complimentary Screenings

LOS ANGELES, CA, May 7, 2009—AFI FEST 2009 presented by Audi will be held October 30 – November 7 in Hollywood, California, celebrating its 23rd year as Los Angeles’ premier film festival. This year, in recognition of Audi’s 100 years of automotive innovation, AFI and Audi will offer complimentary tickets to all screenings, including a limited number of seats at the evening screenings and Galas, including Opening and Closing Night.

The festival will be headquartered at the historic Mann’s Chinese Theatre between October 30 and November 5th, and then move to the seaside for screenings in Santa Monica presented in association with the American Film Market (AFM). The Hollywood Roosevelt returns as the festival’s host hotel.

“AFI FEST presented by Audi brings the best of global cinema to the world capital of the art form,” said Bob Gazzale, AFI President & CEO. “Presenting the screenings compliments of AFI and Audi is our way of reaching out to film lovers in these challenging times and inviting them to see a movie on us.”

The festival will be programmed by Rose Kuo, AFI FEST Artistic Director, in partnership with longtime film writer Robert Koehler and AFI FEST programmer Lane Kneedler. “It is a thrill to have Robert join the AFI FEST team,” said Kuo. “His critical eye has long been respected in the film community, and he has been an unwavering voice on behalf of the array of international filmmakers whom AFI FEST has championed from its very beginning.”

AFI FEST 2009 presented by Audi will feature domestic and international works from emerging filmmakers, global showcases of the latest offerings from established artists, and red-carpet gala premieres. In addition to complimentary seating on a “first come” basis, patron passes for guaranteed seats at evening galas and tributes will be available for purchase and will allow priority access to all regular screenings.

AFI FEST presented by Audi is the only film festival in the United States to hold the prestigious FIAPF accreditation (www.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 AFI FEST presented by Audi early film submission deadline is June 19, 2009. The final deadline for shorts (under 30 minutes) is July 17, 2009. The final deadline for

features (over 30 minutes) is July 31, 2009. Acceptance decisions will be announced no later than October 1, 2009. Submissions can be made at www.AFI.com/AFIFEST or by calling 1.866.AFI.FEST for more information.

The American Film Market (AFM), to be held November 4 - 11, 2009, 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. A total of 30 films selected for last year's AFI FEST were also represented at AFM 2008.

AFI FEST 2008 presented by Audi enjoyed record attendance, as audiences turned out in force to view films and special events. Programming highlights from AFI FEST 2008 presented by Audi included the World Premiere of DOUBT with Meryl Streep and Amy Adams in attendance; a Tribute to Danny Boyle, which included the U.S. premiere of SLUMDOG MILLIONAIRE with the director and cast on the red carpet; the U.S. premiere of THE WRESTLER with Mickey Rourke, Marisa Tomei and Darren Aronofsky in attendance; red carpet appearances by Benicio Del Toro, Dustin Hoffman, Emma Thompson, Mark Ruffalo, Joaquin Phoenix, Michelle Williams, Steven Soderbergh, Ed Zwick and Arnaud Desplechin; and access to the AFI Digital Content Lab's 2-day DigiFest conference.

About AFI

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 Conservatory, preserves the legacy of America's film heritage through the AFI Catalog of Feature Films, and explores new digital technologies at the AFI Digital Content Lab. For 37 years, the AFI Life Achievement Award has remained the highest honor for a career in film. AFI's 100 Years... series has introduced and reintroduced millions of film lovers to classic American movies. And as the largest nonprofit exhibitor in the United States, AFI's festivals include AFI FEST presented by Audi in Los Angeles, the AFI DALLAS International Film Festival Founding Sponsor Victory Park, Presenting Sponsor NorthPark Center, and AFI-Discovery Channel SILVERDOCS Documentary Festival in Silver Spring, Maryland, while offering year-round programming at the ArcLight Theaters and Skirball Center in Los Angeles, and the AFI Silver Theatre and Cultural Center in the Washington, DC area. Additional information about AFI is available at AFI.com.

About AFI FEST presented by Audi

Celebrating its 23rd year as a program of the American Film Institute, AFI FEST presented by Audi kicks off the awards season each year and offers a crucial avenue of exposure to the entertainment community, while providing appreciative audiences with a festive atmosphere and the very best of global film, right in the heart of the film capital of the world.

AFI FEST 2009 presented by Audi is supported in part by American Airlines, Stella Artois, Hollywood Roosevelt Hotel, Mann Theaters and RR Donnelley, and is proud to continue its collaboration with the Skirball Cultural Center and American Film Market (AFM).

About Audi of America, Inc.

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi line up 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 luxury automotive brands globally. In selling one million vehicles worldwide in 2008, AUDI AG recorded its 13th consecutive

record year for sales growth. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.

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