

# **AFI and CustomFlix Partner To Provide Worldwide Film Distribution and Exposure to Independent Filmmakers**

*New relationship levels the distribution playing field for independent filmmakers*

Los Angeles, CA (August 1, 2003) – The AFI Los Angeles International Film Festival (AFI FEST), Los Angeles' premier international film festival, and CustomFlix, the pioneers of on-demand video publishing, today announced a new relationship that enables AFI to offer CustomFlix's independent publishing system to all AFI FEST filmmakers and extend the services offered at AFI FEST. The partnership supports AFI's mission to advance and preserve the art of the moving image, providing both the Institute and independent filmmakers cost-effective access to CustomFlix independent publishing system. For the first time, AFI FEST and CustomFlix will give Festival filmmakers the option to make their films available for purchase to over 44,000 Festival attendees.

"CustomFlix's video publishing system enables us to take AFI FEST to a new level – not only are we able to showcase the best of international cinema to over 44,000 people, but now we can easily make the filmmaker's work available on DVD, thus giving filmmakers another outlet to get their films watched, and audiences further opportunity to explore the films at AFI FEST," says Christian Gaines, Director of Festivals at AFI. CustomFlix's revolutionary on-demand video publishing system makes it feasible for AFI to directly connect the audience to a film for the first time. "This partnership supports a global filmmaking community, and we are excited to be working with CustomFlix to make their innovative technology available to AFI FEST filmmakers and audiences."

"To be successful, independent filmmakers need their film not only promoted to an audience, but made easily available for sale," said David Huerta, VP of Business Development at CustomFlix. "The partnership between AFI and CustomFlix provides all of the necessary ingredients to empower the filmmaker to successfully independently publish their film. The partnership closes the loop for the filmmaker by getting the audience exposed, excited, and purchasing the film. We are honored to be supporting AFI and AFI FEST."

To be eligible for this AFI FEST/CustomFlix special service, films must be submitted and accepted to AFI FEST, and have approved publishing with CustomFlix. Audience members will be able to pre-order at the festival as well as online at the CustomFlix AFI Showcase website. After the Festival, AFI will continue to help promote the films and direct interested buyers to the online showcase. Additionally, CustomFlix helps filmmakers connect to the online audience via an Online Promotion Program which automatically includes a producer's film on the most popular selling sites such as Amazon, eBay, Froogle, Yahoo!, all popular search engines and the CustomFlix VideoShop.

CustomFlix and AFI are committed to helping the independent filmmaker succeed. As part of the relationship, AFI will be able to offer cost-effective access to the CustomFlix independent publishing system to AFI filmmakers, fellows, members, and alumni. Additionally, AFI will support any independent filmmaker accepted into AFI FEST by linking to their film on the CustomFlix-AFI Showcase Catalog online. The catalog will feature any work by accepted AFI filmmakers who independently publish their film via CustomFlix. Interested filmmakers should visit <http://www.CustomFlix.com/AFI> for more information.

## **About AFI**

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of filmmakers at its world-renowned Conservatory, provides film preservation leadership and explores new digital technologies in movie making. AFI's New Media Ventures programs bring together the creative and digital communities, as the department seeks to develop a literacy program for the 21st century, helping young people learn to read and write screens of all sizes—cinema, television, computer and the Internet. With AFI ON SCREEN, the institute is the largest nonprofit exhibitor in the US, with programs at the AFI Los Angeles International Film Festival (AFI FEST); the AFI National Film Theater at the John F. Kennedy Center for the Performing Arts in Washington, DC; and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland. A 49,000 square foot complex with three theatres—one historic, two new state-of-the-art stadium-style theatres—the AFI Silver exhibits film and video generally unavailable elsewhere in the region. AFI's annual almanac for the 21st century, **AFI AWARDS**, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years . . . 100 Movies, 100 Stars, 100 Laughs, 100 Thrills, 100 Passions** and **100 Heroes & Villains** have ignited extraordinary public interest in classic American movies. During the past 31 years, AFI's Life Achievement Award has become the highest honor for a career in film. More information about AFI can be found by visiting its Web site, located at [www.AFI.com](http://www.AFI.com).

## **About CustomFlix**

CustomFlix Labs, Inc., the pioneer of on-demand video publishing, is democratizing film distribution to help independent filmmakers, educators, and video producers make their programs available to a worldwide audience. With its unique on-demand video publishing service, CustomFlix has brought together the best components of just-in-time production, e-commerce, and the Internet to give filmmakers a revolutionary new way to distribute their programs as DVDs and VHS tapes.

CustomFlix eliminates the financial risks associated with traditional video publishing and increases profitability by allowing producers to pay for production and promotion of their product as they make sales. There are no minimums or exclusivity, and filmmakers maintain complete control of their works at all times. Founded by the same team that initially developed Media Cleaner Pro, the award-winning industry-standard application for encoding video, CustomFlix management has a proven track record of successfully delivering solutions for film and video professionals.

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