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Audi

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NEWS RELEASE

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**AFI FEST 2006 PRESENTED BY AUDI ANNOUNCES
RENEWAL OF AUDI PRESENTING SPONSORSHIP
RENEWAL OF ARCLIGHT
WELCOMES MOVIEFONE AND THE LOS ANGELES TIMES**

AFI FEST ALSO ANNOUNCES ITS 2006 SPONSORS

LOS ANGELES, CA, November 10, 2006—AFI FEST 2006 presented by Audi: AFI Los Angeles International Film Festival announces that Audi of America is renewing their sponsorship for the coming years and will be returning as Presenting Sponsor of the Festival. Another Premium Sponsor, ArcLight Cinemas, is also extending their partnership and will return for another three years. The Festival is also pleased to welcome Moviefone as a new Premium Sponsor for 2006 as well as the Los Angeles Times as this year's Presenting Media Sponsor.

"AFI FEST is grateful to all of our sponsors for giving us the ability to showcase the finest films from all over the world on such a first class scale – from the quality of the presentation to our nightly red carpet events, this, quite simply, would not be possible without their tireless dedication and support", said Daniele Neuharth, AFI FEST's Director of Sponsorship and Marketing.

Audi of America, Inc. is celebrated for its leadership and innovation as the first automobile company to partner with a film festival on such a significant scale.

A long-standing partner, ArcLight Cinemas, is the headquarters of AFI FEST. With very few exceptions, the entire screening program of the 10-day annual event is screened at the ArcLight. In addition, the Festival Rooftop Village located on the 7th floor of the parking structure, houses the Festival offices and multiple event venues. AFI at ArcLight, AFI's year round on screen exhibition program, is also hosted at the theater.

As a Premium Sponsor, Moviefone is the official host and Title Sponsor of the Moviefone Cinema Lounge, AFI FEST's exclusive hospitality pavilion at the AFI FEST Rooftop Village. Moviefone's sponsorship is further enhanced by powering the AFI FEST digital gateway, the FEST's online destination for AFI FEST ON THE WEB where screening times, updates, tickets, passes, trailers, daily video coverage, red carpet

photos, filmmaker interviews and feature stories can be found as well as an interactive look back at 35 years of FILMEX and 20 years of AFI FEST. Festival attendees can also post feedback, rate what they've seen and communicate with the Festival filmmakers.

As Presenting Media Sponsor, the Los Angeles Times provides visibility and support through a multi-tiered package, offering both advertising and marketing benefits. Additionally, as part of their sponsorship agreement, the paper will sponsor "An Evening with Ed Zwick" on November 8. AFI alumnus and trustee Ed Zwick will compare the experience of his previous movies with that of his upcoming BLOOD DIAMOND and will show exclusive footage from that film. "As a film festival taking place in the film capital of the world, we are thrilled that AFI FEST has joined forces with the entertainment newspaper of record," said Christian Gaines.

In addition to ArLight and Moviefone, American Airlines returns as one of the Premium Sponsors and the Festival's Official Airline, remaining one of the longest standing supporters of the annual event.

Sponsors attached to the Festival's opening night gala presentation of BOBBY on November 1 were Audi of America, the Hollywood Sign Trust and Visa Signature. The Gala Presentation of Volver and the Tribute to its star Penelope Cruz on November 2 was sponsored by the Skirball Cultural Center. The Centerpiece screening of INLAND EMPIRE is sponsored by Agnes b. Paris and LA Weekly. The gala screening of THE FOUNTAIN starring Rachel Weisz and Hugh Jackman on November 11 is sponsored by Charriol and Level Vodka. In addition to coming on board as a sponsor for that event, Charriol is also the Official Watch and Jewelry Sponsor of the Festival. Lantana Center, new in 2006, sponsors the Special Presentation of BEAUTIFUL OHIO. Los Angeles magazine will sponsor the Special Presentation of LIES AND ALIBIS.

Official Sponsors: Absolut Ruby Red Vodka is the Festival's Official Spirit. Aquafina returns as Title Sponsor of the Aquafina Pure Vision Award, a \$10,000 unrestricted prize to the winner of the International Documentary Competition. Hollywood Roosevelt Hotel, which hosts filmmakers and the Opening Night Gala, returns as the long term Hotel Sponsor.

Festival Sponsors: Eastman Kodak Company is the Official Film Source and Kodak Connect Founding Sponsor, AFI FEST's inaugural filmmaker networking event. Midway Car Rental is the Official Rental Car Partner. Best Buy is a returning Festival Sponsor and is mounting the Best Buy Recycling Event in conjunction with AFI FEST's Global Responsibility Initiatives, the Festival's effort to contribute to a cleaner environment.

Contributing Sponsors: Whole Foods is AFI FEST's Global Responsibility partner. Whole Foods also sponsors the daily Kodak Connect network lunches. Additional Contributing Sponsors, joining AFI for the first time include: The Container Store, providing décor and organization; Runway Editing; and The Post Group which will provide post-production services for the FEST and its filmmakers. Stella Artois continues with AFI FEST as the Official Beer of the Festival.

Affiliate Sponsors: American Apparel; Avid Technology returns as a supporter of the Kodak CONNECT program; Baseline StudioSystems, new in 2006 and our Official 20 Years Database Provider; Camelot Theatres, Copymat Hollywood, Deluxe I Laboratories; Directors Guild of America, Film Finders, Fillm, The West, Kitchen Academy, Konica Minolta, Maryland Film Office, Mississippi Film Office, SAGIndie/Screen Actors Guild, TV5MONDE and Virgin Megastore.

Primary Media Partners: Indie 103.1, LA Weekly and Univision continue as AFI FEST's Primary Media Partners and Current TV is new for 2006.

Official Media Partners: Ciudad Magazine, Fuel Outdoor, Hollywood and Highland, KLCS, Los Angeles Magazine, MySpace.com, Premiere magazine, Screen International and Telefutura.

Affiliate Media Partners: American Cinematographer, Arthouse Marketing Group, Backstage West, EurWeb, Film Threat, FILMMAKER Magazine, The Hollywood Reporter, IFILM.com, IndieIN, indieWIRE, LA.COM, Moviemaker Magazine, National Promotions and Advertising and Swindle Magazine.

Official Host: CRA/LA Hollywood Office.

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

Sustaining Sponsors: Airwaves Incorporated, Bread & Butter Catering, Classic Party Rentals, CustomFlix Labs, Inc., Dalsa Digital Cinema, Dax Solutions, Dolby Laboratories, FLAG Marketing, Krispy Kreme, On Set Communications, Shining Technology and Tully's Coffee. 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.

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New in 2006, AFI PROJECT: 20/20 is a unique cultural exchange for filmmakers designed to foster cross-cultural understanding and respect while nurturing filmmaking excellence. Through meetings, appearances at film festivals and other venues around the world and through professional and cultural exchanges, AFI FEST PROJECT: 20/20 filmmakers will promote ways in which film can help develop people's understanding of one another. 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.

As previously announced, AFI FEST opened with the US premiere of BOBBY, and will host the Gala premieres of VOLVER, INLAND EMPIRE and THE FOUNTAIN, before closing with CURSE OF THE GOLDEN FLOWER.

AFI FEST 2006 will also be celebrating 20 years in 2006, with plans to celebrate AFI FEST and 15 years of FILMEX through a series of commemorative events, series and special programs throughout the 11-day Festival.

AFI FEST 2006 presented by Audi will be running November 1-12, 2006. Passes and individual tickets are on sale now. To order passes, tickets or for more information, visit www.AFI.com or call 1.866.AFI.FEST.

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 gathered at the AFI FEST Village in the heart of Hollywood for hundreds of screenings, receptions and special events, with the majority of activity headquartered at 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.

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

About Audi of America

Audi's history in America dates to 1969, when the brand was first introduced to the US 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.

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Editor's Note:

AFI FEST photos are available at:

<http://www.afi.com/about/press/afifest06/index.asp>

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

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.

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

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