

NEWS RELEASE



**AFI FEST 2007 PRESENTED BY AUDI ANNOUNCES
GROUNDBREAKING DIGIFEST SHOWCASE NOVEMBER 8 & 9**

**Two-Day Event Introduces Prototypes of
Groundbreaking Real World Digital Entertainment**

**Speakers Include Interactive Television Emmy Award-Winners
Matt Wolf and Joanna Drake Earl
and THIRTY SOMETHING Writer/Producer, Marshall Herskovitz**

HOLLYWOOD (October 9, 2007)—AFI FEST 2007 presented by Audi today announced that the annual AFI DigiFest (formerly AFI Digital Content Festival) will be held at the Academy of Motion Picture Arts and Sciences' Linwood-Dunn Theatre in Hollywood on November 8 and 9.

This two-day event is open to the public, and will showcase the best new digital and interactive content created for television, mobile devices, games and broadband. Presentations will include 'curated' projects from around the world, all that deployed this past year—paired with never-before-seen prototypes created in the AFI Digital Content Lab.

Day one of AFI DigiFest will feature speakers including AFI alumnus and writer and producer of such shows as THIRTY SOMETHING and MY SO-CALLED LIFE, Marshall Herskovitz. His presence also coincides with the highly anticipated November 11 release on YouTube of his broadband drama QUARTERLIFE.

Interactive Television Emmy Award-winners Matt Wolf, creator of FALLEN ALTERNATE REALITY GAME, and Joanna Drake Earl, President of online television network, Current TV, will also make presentations at AFI DigiFest.

AFI DigiFest is produced by the AFI Digital Content Lab. This collaborative production workshop pairs television and content companies with technology and design innovators to prototype next-generation interactive applications.

Guest speakers at AFI DigiFest on Thursday, November 8 include:

- Just prior to the launch of his broadband-only drama debut on November 11, writer and producer of shows such as THIRTY SOMETHING and MY SO-

CALLED LIFE, **Marshall Herskovitz** will talk about his much-anticipated online show, QUARTERLIFE and its accompanying social network.

- Creators at Sony of a virtual New York City for SPIDERMAN will talk about their high-resolution and fully 3D project that went beyond the scope intended for the film, but has literally set the scene for future movies.
- The mastermind behind Interactive Media Emmy award-winning FALLEN ALTERNATE REALITY GAME, **Matt Wolf** will address how the game served as a promotional vehicle for the ABC family television movie, FALLEN. The game attracted more than 2.8 million visitors and 250,000 players.
- Interactive Television Emmy winner, **Joanna Drake Earl**, president of Current TV, will preview the channel's soon-to-be-revamped online interface.

AFI Digital Content Lab presentations to be unveiled at AFI DigiFest on Friday, November 9 include:

- Bravo TV: TOP CHEF series project involved finding an audience-friendly way of retaining the show's viewers during advertisements, even if they have access to DVR on-demand functions.
- PBS: NOW takes more than 3000 of the show's investigative stories and converts them into a streamlined video platform that allows the audience to search the NOW's archives and collaborate with its producers as well as each other.
- MTV, EA and Mekanism: Players involved taking the documentary about video gamers and giving its audience opportunity to interact through several platforms during the film, rather than passively watch.
- Machinima Series: This project took 3D video game images to create a dramatic television series, with its action powered by a game engine via console or on a PC.

AFI DigiFest will run November 8-9, 2007. Tickets to the event go on sale to the public October 12. To order, visit www.AFI.com or call 1.866.AFI.FEST. The Linwood Dunn Theatre is located at 1313 North Vine St., Hollywood.

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 21st year as a program of the American Film Institute, AFI FEST 2007 presented by Audi will take place November 1-11, featuring international competitions of new films from emerging filmmakers, as well as global showcases of the latest work from great film masters and nightly red-carpet gala premieres. 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), October 31 – November 7, 2007, is the market partner of AFI FEST. Together, AFI FEST and AFM provide the only concurrent festival/market event in North America. More domestic sales of international titles and international territory sales occurred at AFI FEST 2006 than any other US festival. 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 www.AFI.com.

AFI FEST 2007 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.

AFI PROJECT: 20/20 is an American Film Institute project supported by a partnership of the Department of State, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services and the President's Committee on the Arts and the Humanities.

AFI FEST 2007 presented by Audi is sponsored in part by American Airlines, ArcLight Hollywood, AT&T, Absolut Vodka, Hollywood Roosevelt Hotel, Midway Car Rental, RR Donnelley and Stella Artois. The Los Angeles Times is the Festival's Presenting Media Partner.

About Audi of America, Inc.

Audi's history in America dates to 1969, when the brand was first introduced to the U.S. market. Audi offers a line of premium vehicles through a network of 270 dealers including 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 and Cabriolet (November 2007 launch); the all-new S5 coupe (November 2007 launch) with 354 hp; the design-leading A6 sedan and Avant; the V10-powered high performance S6 sedan; the Audi Q7 performance SUV; the new all-aluminum Audi A8; the S8 with V10 power; the all-new 2008 TT Coupe and Roadster models; and the all-new all-aluminum R8, one of the most exclusive sports cars in the world.

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; Győr, Hungary; and Changchun, China (local market only). The parent company, AUDI AG, is headquartered in Ingolstadt, Germany.

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