

NEWS RELEASE



**AFI FEST 2007 PRESENTED BY AUDI
ANNOUNCES OCT 22 RELEASE OF UNDER 18 FILM GUIDE**

**POPULAR GUIDE EDUCATES TEENS & THEIR PARENTS ON
APPROPRIATE FILMS**

Also introducing the Samsung Fresh Films Youth Fest (Nov 3)

Los Angeles, CA, October 9, 2007—AFI FEST 2007 presented by Audi: AFI Los Angeles International Film Festival, in conjunction with the Skirball Cultural Center, announces the release of its popular UNDER 18 FILM GUIDE on October 22.

An invaluable tool for helping teens and their parents choose AFI FEST films with the most appropriate subject matter for them, the titles selected for the special Guide undergo rigorous evaluation to ensure content is suitable for a young audience.

These films are then passed on to educators at the Skirball Cultural Center for additional assessment, with only a select few making it through the process. Eight made the cut for the 2007 schedule, to be screened during AFI FEST at ArLight Cinemas, Hollywood (November 1-11).

"Educators are looking for films that are free from any serious graphic imagery, but can overlook smaller issues—as long as those issues make the 'things you should be aware of' section of the guide," says Dorothy Mackendrick, AFI FEST Screen Education Specialist.

Language is the biggest concern for the evaluators when selecting films for the AFI FEST UNDER 18 GUIDE. Subjects such as teen pregnancy or homelessness that some teenagers may not be ready for are also closely monitored. Fun facts are also included to help with general understanding of each movie.

"AFI FEST is for everyone who is interested in film—not just celebrities and filmmakers," says Dorothy. "The hardest part is deciding what to see. The UNDER 18 GUIDE to AFI FEST is a great tool for parents and their teenagers wanting to get involved. The film's descriptions can help you figure out what to watch, and know you will have a great time."

The AFI FEST UNDER 18 GUIDE will be distributed around Los Angeles at coffee houses, music stores and other outlets frequented by teens. It will also be available at AFI FEST and online at www.AFI.com.

Of the eight films selected for the AFI FEST UNDER 18 GUIDE, two include world premieres, **MANUELA Y MANUEL** and **SIGUR ROS** as well as two US premieres: **OPERATION FILMMAKER** and **CHOP SHOP**.

Also in the line-up are: **THE BAND'S VISIT** (Israel), **JUNO** (USA), **PLEASE VOTE FOR ME** (China) and **PERSEPOLIS** (France/Iran).

MANUELA Y MANUEL (Puerto Rico), directed by Raul Marchand Sanchez, is a Puerto-Rican comedy involving two friends and their melodramatic lives in Latin America. During a love crisis, Manuela reinvents herself as Manuel to pose as the fiancée of her best friend Coca, who's pregnant from a one-night stand and must face her conservative family.

SIGUR RÖS (Iceland), documents the Icelandic band's legendary tour of 2006, when they returned to their homeland to play a series of free, unannounced concerts. The film shows intimate moments alongside new acoustic performances.

OPERATION FILMMAKER (USA), follows a young aspiring Iraqi filmmaker, who receives an offer to work as an intern in Prague on the set of Live Schreiber's **EVERYTHING IS ILLUMINATED**. Good intentions unravel as frustrated expectations result in a cross-cultural endeavor gone wrong.

CHOP SHOP (USA), directed by Ramin Bahrini, is about an orphaned Latino boy and his older sister who seek refuge in an industrial strip body shop as they work, struggle and plan to create better lives for themselves.

In addition to its Under 18 special screening series, AFI FEST will host the **SAMSUNG FRESH FILMS YOUTH FEST** on the first Saturday of the Festival (November 3), a filmmaking program where the pros are replaced by teens.

The free three-hour event, which begins at 9am at ArcLight Cinemas, will feature demonstrations and expert panels to inspire the filmmakers of tomorrow. The winning films from the 2007 Samsung Fresh Films program will also be screened.

Highlights include an indie movie-making discussion with Chris Gore of **FILM THREAT** and Jeremy Coon, Executive Producer and Editor of **NAPOLEON DYNAMITE**, during which the cast from the hit movie will treat the audience to an interactive comedy session.

"Teens know how capable they are and want to be taken seriously. They're always looking for ways to express their talents," says Aviva Kleiner, Marketing Director of Dreaming Tree Films, the company responsible for the **SAMSUNG FRESH FILMS** initiative.

"Encouraging teens to develop and follow their ambition is crucial to their individual

growth – Samsung Fresh Films is doing that by empowering teens and enabling them to express their unique perspectives and creative vision.”

AFI FEST 2007 will run November 1-11, 2007. Passes are on sale and individual film and event tickets go on sale to the public on October 12. To order passes and tickets and to get 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 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.

About Samsung Fresh Films

Samsung Fresh Films is a leading national teen film competition that mobilizes creative teens all over the country every summer. This year's competition mobilized teens in nine cities to work together to create a film and literally replace the pros on-set. They are challenged to work together as an all-teen crew to cast, create, shoot and edit a short film in just one week. The teens' films debut online during a viewing and voting challenge, where they vie for America's vote in addition to winning the accolades from the Samsung Fresh Films Jury Panel of Hollywood pros. Teens collaborate to bring their cinematic dreams to life via this experiential program. For more information about the Samsung Fresh Films program and official rules or to see the 2007 films, visit www.fresh-films.com. Fresh Films was originally created by Dreaming Tree Films, a film production firm that has been working with budding filmmakers since 2000. This is Samsung's second year as title sponsor of the filmmaking initiative.

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