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**AFI DALLAS INTERNATIONAL FILM FESTIVAL PRESENTED BY TARGET
TO OPEN IN DALLAS
Ten Days and Nights of International Cinema
March 22 – April 1, 2007
Founding Sponsor: Victory Park**

DALLAS, September 20, 2006 — A new and exciting citywide annual international film festival was announced today at Victory Plaza. The AFI Dallas International Film Festival presented by Target with founding sponsor Victory Park will be held March 22 through April 1, 2007.

Spanning 10 days and nights, its more than 200 screenings will make it one of the largest film festivals in the Southwest. The comprehensive programming will include the very best of contemporary international features, documentaries and short films. The festival will be punctuated with red-carpet galas, receptions and special screenings accessible through family-friendly outdoor viewings. In record time the AFI Dallas International Film Festival has raised \$3.5 million in cash and in-kind gifts from sponsors and Dallas philanthropists.

“The AFI Dallas International Film Festival is a result of Dallas’s love of film and filmmakers,” said Michael Cain, festival artistic director. “We welcome this opportunity to work with the Dallas film and film festival community to bring the international cinema spotlight on Dallas. It is also gratifying to have Liener Temerlin, the founder but to also have him as our chairman. He was the originator of the concept of the AFI series 100 Years, 100 Movies, and 100 Stars for the AFI and now today’s announcement is another example of his creativity, vision and commitment to Dallas.”

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The citywide event is designed in a hub-and-spoke style, with Victory Park and Victory Plaza—featuring the largest outdoor media screens in the country—as the festival’s headquarters. Victory Park will be home to the festival’s box offices, hospitality areas and numerous supporting events and parties.

“This is a tremendous opportunity for both Dallas and its film industry,” said Liener Temerlin, the AFI Dallas Fest founder and chairman. “After careful consideration, it became clear to me and others that now was the right environment, timing and opportunity for a festival of this size and scope. AFI saw the synergy with its own mission, and so began our consulting relationship.”

“AFI is fortunate to know Liener Temerlin through his extraordinary service on the AFI board of trustees,” said Jean Picker Firstenberg, President and CEO of AFI. “When Liener approached AFI to consult on a new international festival in the city of Dallas, we did so because of our deep respect for this man and his vision. Today’s announcement is a result of that vision and because we believe that this festival is consistent with the AFI’s mission.”

Screenings, receptions and special events will be held throughout Dallas, connected by free shuttles and convenient public transportation. The festival maximizes the plethora of Dallas’s distinctive venues, making use of Victory Plaza, the historic Majestic Theatre, the Landmark Magnolia and Inwood Theatres, the Angelika Film Centre and the new AMC NorthPark Theaters. The AFI Dallas Fest is also in venue discussions with the Meyerson Symphony Center, Dallas Museum of Art, Nasher Sculpture Center, The Crow Collection of Asian Art and Southern Methodist University.

Temerlin has had early discussions with Bill Lively of the Dallas Center for the Performing Arts which includes the Margot and Bill Winspear Opera House, the Dee and Charles Wyly Theatre and the new Annette Strauss Artist square for venues when they come on stream.

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“Target recognizes the importance of supporting the arts and art education, including independent filmmaking. Target is proud to sponsor the AFI Dallas International Film Festival and partner with AFI to further build an audience for independent films and to offer filmmakers the financial means to bring their projects to fruition,” said John Remington, Vice President of Communications, Target.

In keeping with their corporate generosity Target has offered additional support by funding the Target Filmmaker Awards. The first \$25,000 cash grant will be awarded to the winning filmmaker of the best narrative film. The second \$25,000 grant will be given to the winner of the best documentary category.

“Victory Park is very pleased to be the home to the AFI Dallas International Film Festival,” said Ross Perot, Jr. chairman of Hillwood Development Corporation. “This festival is an important step in Dallas’s effort to become a leading arts center with another significant film festival and will be instrumental in drawing crowds throughout the city. This is a great time to be in Dallas, and we’re looking forward to highlighting our development and our city.”

Jonas Woods, President of Hillwood Capital, said, “Victory takes a great deal of pride in being the founding sponsor for the AFI Dallas Film Festival. We know it will bring added distinction to the many great film festivals in the city.”

The AFI Dallas International Film Festival is yet another articulation of Dallas’s commitment to the arts and will be a terrific mechanism to encourage tourism.

“The city has dedicated itself to our museums, theaters and music establishments, and support of cinema is in keeping with Dallas’s strides in becoming an arts destination. Furthermore, the film festival will result in increased tourism and economic gains for Dallas for many years to come. It is a terrific opportunity for our city,” said Phillip Jones, president and CEO of the Dallas Convention & Visitors Bureau.

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Other confirmed sponsors as of September 20, 2006, include: AT&T, American Airlines, Bank of America, Lexus, Neiman Marcus, DG Systems, Jones Day, W Hotel, Brinker International, One Arts Plaza, Central Market, Aquafina, DG Systems, The Richards Group, Richards/Gravelle, Post Asylum, RBMM, T:M Interactive and Temerlin Consulting. A number of other sponsors are in negotiation.

For more festival information, please visit www.AFIDallas.com.

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