

## **PRESS RELEASE**

### **AFI DALLAS ANNOUNCES NEW FILMMAKER AWARDS**

#### **TEXAS COMPETITION AND NEWLY CREATED ENVIRONMENTAL VISIONS COMPETITION SPONSORED BY MPS STUDIOS AND CURRENT ENERGY**

DALLAS, TX, February 25, 2008 – AFI DALLAS International Film Festival Presented by Target, Founding Sponsor Victory Park announces new filmmaker awards to be presented for the Best Texas Film and Best Earth Friendly Film. The awards, which will be sponsored by MPS Studios and Current Energy, respectively will be in addition to the existing \$25,000 Target Filmmaker Awards for Best Narrative Feature and Best Documentary, and \$10,000 HDNet Award.

The MPS Studios Texas Filmmaker Award will award \$20,000 in cash and goods and services this year to the winner of the Texas Competition, which encourages and promotes Texas filmmaking by showing both short and feature films shot in Texas. MPS Studios is a Texas-based, Texas-owned company servicing filmmakers nationwide from production through post-production, and providing deliverables for distributors both domestic and international.

“We are very proud of the 90-plus year history of the motion picture industry in Texas. Having been committed to Texas-based filmmaking for nearly 30 years the sponsorship of the Texas Filmmaker Award is a very natural fit for us,” says Mark Beasley, owner and president of MPS Studios.

Current Energy’s Earth Friendly Award will provide \$10,000 in cash to the winner of the Environmental Visions Competition. The new category was created this year to highlight films and filmmakers that best communicate the importance of environmental sustainability through the art of film. Current Energy is a Dallas-based company that is leading the quest for smart energy solutions for commercial and residential customers.

“Current Energy is committed to educating consumers on energy efficiency and earth friendly solutions and applauds films and filmmakers that support this global issue,” said Joseph L. Harberg, a principal partner of Current Energy, creator of the world’s first energy efficiency store. “We are honored to be a part of AFI DALLAS and hope this new award category encourages filmmakers to create earth friendly films with today’s environmental issues in mind.”

Michael Cain, Artistic Director and CEO of AFI DALLAS adds, “Both of these awards are tangible demonstrations of our continuing commitment to join with wonderful sponsors like Current Energy and MPS Studios – of course, led our presenting sponsor Target – to both support our filmmakers and shine a light on the ability of filmmakers to create something singular through their art that can impact our lives beyond simple entertainment.”

AFI DALLAS will run March 27 – April 6, 2008, with the awards ceremony taking place on Sunday, April 6 at W Hotel in Dallas. Other awards are headlined by the \$25,000 Target Filmmaker Awards for Best Narrative Feature and Best Documentary, as well as the \$10,000 HDNet Award for the best film shot in HD, and audience awards in the Narrative Feature, Documentary and Short Film categories.

#### **About AFI DALLAS International Film Festival**

The AFI DALLAS International Film Festival celebrates films and their impact on society, honors filmmakers and recognizes their achievements and contribution in enhancing the creative community, provides educational programs to students to develop better understanding of the role of film in today's world, and promotes the City of Dallas and its commitment to the art of filmmaking. AFI DALLAS is a presentation of the non-profit Dallas Film Society.

#### **About Target**

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

#### **About Victory Park**

Located in the heart of Dallas, Victory Park is one of the country's most significant and innovative master-planned urban developments. Victory Park is creating a new urban environment with a carefully crafted collection of emerging and reputation retail, distinctive dining, modern office space, dramatic residential units, hotels and signature entertainment venues, including the American Airlines Center. Victory Park is a development of Hillwood, a Perot Company. For more information on Victory Park, visit [www.victorypark.com](http://www.victorypark.com).

#### **About MPS Studios**

MPS Studios has serviced the motion picture industry for nearly 30 years. Their clients include directors and producers of commercials, movies, music video, television shows, religious sectors, and corporate communications. MPS Studios offers a 65,000 square foot facility of sound stages, equipment, post-production, and support staff. MPS Studios is headquartered in Dallas, and services clients nationwide.

#### **About Current Energy**

Current Energy, headquartered in Dallas, Texas, is a one-stop comprehensive resource for energy efficiency solutions. Current Energy helps residential and commercial customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company was founded in 2001, anticipating the impact that energy deregulation would have on companies. Since then, the company has grown to include two divisions – Current Energy Commercial and Current Energy Residential, which operates the world's first energy efficiency

store. Current Energy was recognized by the U.S. Department of Energy in the fall of 2007 with an Energy Innovators Award. For more information, visit [www.currentenergy.com](http://www.currentenergy.com).

### **Additional Sponsors**

In addition to Target and Victory Park, AFI DALLAS 2008 major sponsors include American Airlines, AT&T, Bank of America, Barefoot Wine, Blockbuster, Budweiser Select, CBS Outdoor, Central Market, City of Dallas, Clear Channel Radio, Clear Channel Outdoor, Clif Bar, Current Energy, Dallas Morning News, D Magazine, Dallas Film Commission, DART, DCVB, Entertainment Partners, e-Rewards, Faulkner Design Group, FLAG Marketing, Geeks on Patrol, Inc., Harry Ransom Center, The University of Texas at Austin, HDNet, Jones Day, KERA, MPS Studios, Neiman Marcus, N9NE Group, People Newspapers, Post Asylum, PricewaterhouseCoopers, Pure Evil Music & Sound, RADIUM, REEL FX ENTERTAINMENT, Richards Partners, Screen International, South Side on Lamar, Studio Movie Grill, Temerlin Consulting, TM Advertising, Vista Media, W Dallas Victory, WFAA, WRR and Zodiac Vodka.

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