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CONTACT

Justin Wan Justin@aafimlab.com

Monica Bhasin 212-989-1422

<http://filmshootout.aafimlab.com>

MTV World, Asian CineVision and the Asian American Film Lab Launches The 2nd Annual 72 Hour Film Shootout

New York, NY – June 17, 2005 – MTV World, Asian CineVision and the Asian American Film Lab present: The 2nd Annual 72 Hour Film Shootout.

The 2nd Annual 72 Hour Film Shootout is a national competition where filmmaking teams have 72 hours to write, shoot, edit and produce short digital films up to six minutes on a common theme. This intention of this competition is to give opportunities for Asian Americans to demonstrate their talents, gain exposure in the entertainment industry and to impact the visibility of Asian American stories and character in film and television. A least one key production member and a principal actor from each team must be of Asian descent.

The top winner will get the opportunity to create a MTV World Promo. The top three winners will get a one-on-one pitch session with MTV industry executives. The 15 finalists' films will be screened at the 2005 Asian American International Film Festival. Selected films may be broadcast nationally on the MTV World channels.

Among the Shootout's distinguished judges are Grand Jury members cinematographer Ellen Kuras (*Eternal Sunshine of a Spotless Mind*, *Analyze That*, *Bamboozled*) and media executive Karol Martesko-Fenster, (RES Media Group, Palm Pictures, co-founder of FILMMAKER Magazine, RES Magazine and indieWIRE.com). Marci Phillips (ABC Primetime Casting Director) will be back for her second year to spotlight the competition's best actor and actress.

LAUNCH EVENT — Friday, June 17—6pm-9pm

Light

125 E 54th St (bet. Park & Lexington Aves.), NYC (212) 583-1333

Theme Announcements 7:30pm-8pm

Participating filmmaking teams will be present to hear the theme. Team members are available for interviews. Sponsored by Pepsi, MTV World, catered by IKU Worldwide.

COMPETITION —Friday, June 17, 8pm to Monday, June 20, 8pm

Filmmaking teams across the nation write, direct and edit their short films within 72 hours.

JUDGING PERIOD— June 27 - July 6

WRAP PARTY AND AWARDS — Wednesday, July 13, Time to be announced

MTV Studios

1515 Broadway, NYC (Invite only).

Winners will be announced. Top five films will be shown. Invited celebrities will be in attendance.

SCREENING AT ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL—

Sunday, July 17, 12:30pm

Asia Society

725 Park Avenue at 70th Street, NYC

Top fifteen films screened, filmmakers present.

To cover events and individual filmmaking teams, contact Justin Wan at Justin@aafimlab.com.