



CINEMA EXPO TO HONOR
TWENTIETH CENTURY FOX INTERNATIONAL'S CHRISTIAN GRASS
AT 2007 CONFAB IN AMSTERDAM

NEW YORK - Cinema Expo International will honor Twentieth Century Fox International's Christian Grass, with its 2007 International Distributor of the Year Award. The announcement was made today by Mitch Neuhauser, Co-Managing Director of the annual convention.

Christian Grass is currently Executive Vice President of Europe, Middle East and Africa (EMEA) for Twentieth Century Fox International. Grass oversees the theatrical distribution, sales and marketing operations for all Fox Filmed Entertainment product in Europe, which also includes the films from Fox Searchlight, the specialized production and distribution entity. His responsibilities also include overseeing European co-productions and acquisitions as part of Fox International's ongoing strategy to pursue local language films throughout the world.

"Cinema Expo is delighted to honor Christian in recognition of his tremendous achievement and success in Europe," Neuhauser said. "He is a fantastic partner to the European exhibition community, with a rare depth of knowledge, insight and experience that is a tremendous asset to our business throughout Europe. We are thrilled to recognize his phenomenal achievements with our 2007 International Distributor of the Year Award." Grass will receive his award at the Cinema Expo Awards Ceremony on Thursday, June 28th at the Amsterdam RAI International Exhibition and Congress Centre.

Grass is responsible for the overall European distribution and marketing on releases such as the record breaking "Titanic", "Independence Day," the "X-Men" franchise, "Die Another Day" and "Star Wars: Episodes I, II & III," Fox's blockbuster animated feature "Ice Age," the critically acclaimed "Master and Commander" and "Moulin Rouge," as well as hits like "The Full Monty," "The Beach," "28 Days Later," "Minority Report" and "The Day After Tomorrow," the Russian blockbuster "Night Watch," and last year's: "Walk The Line," "Ice Age: The Meltdown," "X-Men: The Last Stand," "Little Miss Sunshine," "The Devil Wears Prada," "Borat," "Night At The Museum," as well as "The Last King Of Scotland" and "Notes On A Scandal."

Twentieth Century Fox International grossed a phenomenal \$2 billion in 2006, outperforming all other international distributors in box office receipts. Europe, Middle East & Africa contributed over 1.3 billion in box office of the international total for Fox.

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Grass joined Fox International in February, 1996 as Vice President of Marketing for EMEA, where he was responsible for the theatrical marketing of all Fox Filmed Entertainment product in the region, as well as the supervision of all local marketing activities, including ongoing market research efforts, pan-European media buys, film festivals and the development and execution of creative campaigns for the region. In 1999, he was promoted to Senior Vice President of EMEA, taking over the theatrical supervisory role for the region.

Prior to joining Fox, Grass served as Vice President of International marketing for Miramax International, where he supervised the marketing and publicity for all Miramax International releases from pre-sales through to release in international markets; including, among many others, Quentin Tarantino's "Pulp Fiction", Woody Allen's "Bullets Over Broadway," the late Robert Altman's "Pret-A-Porter" and Peter Jackson's "Heavenly Creatures" to name a few. He moved to Miramax from the Munich-based CineVox Entertainment, where he was Vice President of Worldwide Marketing and Distribution.

Christian Grass joins such past recipients as Con Gornell and Monique Esclavissat of Warner Bros. International, Stewart Till of UIP, Anthony Marcoly and Stuart Salter of Buena Vista International, Mark Zucker of Sony Pictures Releasing International, Veronika Kwan-Rubinek and Sue Kroll of Warner Bros. Pictures, Andrew Cripps of UIP, Jim Gianopulos of Twentieth Century Fox International and Mark Zoradi of Buena Vista International.

The Cinema Expo convention, now in its 16th year, will include screenings of upcoming films not yet released in the region, informative seminars dealing with operating and marketing motion picture theatres, gala sponsored food functions as well as a full-scale trade show for the equipment and concessions side of the business. The Coca-Cola Company is the Official Corporate Sponsor of the convention, which runs from Monday, June 25th to Thursday evening, June 28th. The Nielsen Film Group, a division of Nielsen Business Media, produces the convention.

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