



NEWS RELEASE

October 5, 2007

SHOWEAST TO HONOR COLUMBIA TRISTAR BUENA VISTA FILMES DO BRASIL LTDA'S RODRIGO SATURNINO WITH THE 2007 "INTERNATIONAL ACHIEVEMENT IN DISTRIBUTION AWARD"

NEW YORK – Rodrigo Saturnino, General Manager of Columbia TriStar Buena Vista Filmes do Brasil Ltda., will receive the 2007 “International Achievement Award in Distribution” at the upcoming ShowEast convention, it was announced by Mitch Neuhauser, Co-Managing Director of the convention. Saturnino will be honored with this prestigious award on Monday, October 15th at the Orlando World Center Marriott, as part of the International Day programming.

“Rodrigo Saturnino’s dedication and expertise in the distribution community has earned him the respect and admiration of his peers, not just in Brazil, but throughout the South American marketplace”, noted Mitch Neuhauser. “It is because of his tireless efforts and incredible success that it is most fitting that the industry pay tribute to him at this time. ShowEast is delighted to honor such an extraordinary individual with this year’s ‘International Achievement Award in Distribution’.”

Rodrigo Saturnino started at Columbia Tristar do Brasil in 1988 as a Sales Manager, and since 1991 he has been the Country Manager. As of late 1992, with the joint-venture of Columbia and BVI in Brazil, he has also been the BVI Country General Manager. During this period, he has been responsible for the release of many blockbusters, such as: “Terminator 2”, “The Lion King”, “Finding Nemo”, “The Da Vinci Code”, “The Sixth Sense”, “Men In Black”, “Bruce Almighty”, “The Incredibles” and for the franchising of “Men In Black”, “Pirates of Caribbean” and “Spider-Man”.

Saturnino is a great supporter of the national industry, and he was responsible for the release of such movies as: “2 Filhos de Francisco”, “Carandiru”, “Cazuza”, “Dona da História”, “O Ano em Que Meus Pais Saíram de Férias” and many movies starring Renato Aragão.

He also participated in the group that proposed the new law for the theatrical industry in Brazil in 2001 and he is currently the professor of Theatrical Distribution in the Film and Television Business Course of Fundação Getúlio Vargas.

Saturnino graduated in Business Administration from Fundação Getúlio Vargas and started his career at Embrafilme in 1976, as was Planning Superintendent (1984/1985), and Commercialization Superintendent (1986/1987).

[more]

ShowEast 2007 will take place from October 15-18, 2007 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and

informative seminars and the ShowEast Trade Show. An estimated 1,500 members of the motion picture industry are expected to attend. ShowEast, now in its 23rd year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

###