

# SHOWEAST

**FOR IMMEDIATE RELEASE**

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## **SHOWEAST 2011 TO HONOR SONY PICTURES' VITTORIO TAMBURINI WITH INTERNATIONAL ACHIEVEMENT AWARD IN DISTRIBUTION**

NEW YORK – Managing Director of ShowEast Robert Sunshine announced today that Vittorio Tamburini, Senior Vice President of Marketing, Sony Pictures (formerly Columbia TriStar) for Latin America, will be honored with the “International Achievement Award in Distribution” at this year’s ShowEast Convention in Miami/Hollywood, Florida.

“ShowEast is thrilled to recognize such an important and highly regarded executive of the international distribution community,” said Sunshine.

Tamburini joined the company (then Columbia / Fox) in 1975 as a marketing assistant. The following year, became Marketing Manager for Columbia, and in 1981, also took over the same position at Fox, becoming Marketing Manager in Brazil for both Columbia and Fox. He was in London for two years as Marketing Manager for Continental Europe, Middle East and Africa, where he accumulated international expertise. In March 1986, he was named Marketing Director for Columbia TriStar in Latin America, and in 1994 he was promoted to Marketing VP, and then in 2000 to Marketing Senior Vice President for the same division.

Among the highlights of his career there was the marketing work he did for the release of *Gandhi* (1982), for which he was recognized by the Company with the award for the best worldwide marketing work for the movie; an award shared by Brazil, Germany, and Australia. In his 36 years with the Company, he was responsible for the marketing campaigns of several major films in Brazil, such as *Close Encounters of the Third Kind*, *Midnight Express*, *Taxi Driver*, *All That Jazz*, *Kramer Vs Kramer*, *The Blue Lagoon*, *Chariots of Fire*, *Tootsie*, *The Return of the Jedi*, and as Latin American Marketing head, the marketing campaigns for *The Last Emperor*, *Robocop 2*, *Total Recall*, *The Silence of the Lambs*, *Basic Instinct*, *Men in Black 1 and 2*, *The Addams Family*, *My Best Friend's Wedding*, *As Good As It Gets*, *Terminator 2 and 3*, and *Spiderman 1, 2 and 3*, among others.

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ShowEast 2011 will take place October 24-27, 2011 at the Westin Diplomat Resort and Spa in Miami/Hollywood, Florida. It will feature screenings of upcoming major holiday films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,300 members of the motion picture industry are expected to attend. ShowEast, now in its 26th year, is produced by Prometheus Global Media, owner of leading entertainment publications and events including, *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, *Film Journal International*, the CLIO Awards as well as CineAsia and CineEurope.

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