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THE VAIL FILM INSTITUTE ANNOUNCES THE 4TH ANNUAL VAIL FILM FESTIVAL PRESENTED BY BEST LIFE MAGAZINE

The Vail Film Festival To Collaborate With (RED) To Help Eliminate AIDS In Africa

Premiere Festival Sponsors Include ck Calvin Klein Fragrances, Epson, Shiseido Men, Stella Artois, Subaru, Swiss Army and Town of Vail

Harold Ramis, Hayden Panettiere and Sophia Bush To Be Honored

New York, NY (March 5, 2007) – The Vail Film Institute announced today the return of the 4th Annual Vail Film Festival. The independent film festival will hit the slopes from March 29-April 1, 2007 at America's top-rated ski resort in Vail, Colorado. For the third year in a row, *Best Life* magazine, the nation's fastest growing men's magazine, will serve as the festival's presenting sponsor.

Vail Film Festival is also collaborating with (RED), an initiative founded by Bono and Bobby Shriver to raise awareness and money for The Global Fund, an innovative public-private partnership created to finance a dramatic turnaround in the fight against AIDS. The Festival will make a contribution of 25% of the sale of each Festival Avanti Pass to the Global Fund.

"We are excited about how quickly the Vail Film Festival has grown since its launch in 2004," said Sean Cross, co-founder and co-director of the Vail Film Festival. "We are especially proud of the 2007 Festival programming. The quality of submissions has been outstanding, enabling us to screen some of this year's best independent films from daring and innovative filmmakers, many of whom will be at the festival for Q&As and panel discussions. We are also honored to have an incredible group of sponsors that believe in the power of film and whose contributions enhance every aspect of the festival."

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Approximately 70 films from around the world will be screened during the four-day event. The 2007 festival will showcase feature films, shorts, documentaries, student films, action sports films, and an Oscar shorts showcase. Multi-talented actor, director, writer and producer **Harold Ramis** will receive the 2007 Vail Film Festival's Gold Summit Award. Television and film actress **Sophia Bush** will be recognized as the 2007 Rising Star, and **Hayden Panettiere** of NBC's breakout hit *Heroes* will be honored with the 2007 Breakthrough Actor of the Year Award.

Presenting sponsor Best Life will host the **Best Life Lodge**, located at Crossroads in Vail Village. The lodge will serve as the central hub for festival-goers, showcasing expert panels and industry discussions and providing premiere sponsors with on-site branding and experiential opportunities.

The Vail Film Festival will serve as a launching pad for **ck Calvin Klein's** new fragrances, **for him and for her**. The winners of Calvin Klein's "What are you IN2?" film contest will have an opportunity to screen their films in the Best Life Lodge throughout the festival. Additionally, the fragrance's signature bottle will appear on more than 1,000 Marriott room keys—further building buzz and awareness for these new fragrances. **Epson** will serve as the official projector of the 4th annual Vail Film Festival and will launch the Epson Screening Room –an intimate theater lounge highlighting a mix of shorts and trailers throughout the festival. A full-service on-site spa, compliments of **Shiseido Men**, will provide festival-goers with luxury spa treatments and product sampling. **Stella Artois** returns as the official beer of the 4th Annual Vail Film Festival and will showcase its top-selling lager in the Best Life Lodge and also during the opening and closing ceremonies for festival-goers 21 years and over. **Subaru** returns in 2007 as the official auto sponsor providing complimentary transportation and static displays throughout Vail Village. **Swiss Army** will be on-site at the Best Life Lodge unveiling its new line of fashion apparel. In addition, they will host a promotion at ValBruna, Vail's premiere menswear retailer. Shoppers will receive exclusive inside access to the festival's

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film screenings, first tracks skiing and closing brunch. The **Town of Vail** will also serve as a premiere sponsor of the 2007 festival.

“We are thrilled to return as the presenting sponsor of the 4th Annual Vail Film Festival,” says Michael Wolfe publisher of *Best Life*. “Year after year, leading films and breakout stars are discovered at Vail. We are truly excited to once again align our brand with such an exclusive event. Partnering with our premiere sponsors allows us to deliver a truly unique and cultural experience.”

Additional supporting sponsors of the 2007 Vail Film Festival include **Esurance, Excedrin, Cosmopolitan Resort & Casino, Fandango, Solaris, Vail Resorts, Vail Daily, PlumTV, and NRC Broadcasting.**

MetaFoundry, the Vail Film Festival’s marketing agency of record, will provide strategy, creative, and technical services to support the Vail Film Festival in both traditional and online media.

Festival passes and additional information are available online at www.vailfilmfestival.org.

About Vail Film Festival

The Vail Film Festival promotes independent filmmaking, with a special focus on new and innovative filmmakers. Besides screening some of the year’s top films from around the globe, the festival will also feature workshops, seminars, industry panel discussions and special events with award-winning actors, writers and directors. A special awards ceremony, family festivities, ski and snowboarding events, VIP parties and live music will round out this four-day event. The Vail Film Festival is produced by the Vail Film Institute, a non-profit arts organization that is dedicated to fostering independent cinema and creative filmmaking. Festival passes incorporate a combination of movies, filmmaker panels, galas and music, with deep discounts on skiing for festival passholders. For tickets and additional information, visit www.vailfilmfestival.org or call (866) 476-1092.

About Best Life (www.bestlifeonline.com)

Best Life is the fastest -growing men’s magazine in the country*. Published by Rodale, Inc., it offers hands-on advice about health, fitness, family, personal style, and financial security for affluent, accomplished men. Through stunning photography, exceptional writing from noted authors, and compelling service journalism, *Best Life* shows men how to spend their most precious resources – time and money – to live life to the fullest. The magazine reaches two million readers and is published 10 times a year. * Source ABC 2005

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About Epson



Our parent company, Seiko Epson Corporation (SEC) holds leadership positions in each of three major business areas: The Seiko Business Unit is world famous for innovations in superior-quality watches. The Information Technology Unit is a leader in the graphics imaging market with our award-winning Epson family of printers, scanners, cameras, and projectors. The Electronic Devices Unit pioneered Energy Saving technology in Epson semiconductors, liquid crystal displays, quartz devices, visual instruments and device-applied products. For more than 15 years, Epson marketed electronic devices through two U.S. affiliates. The first, Epson America, Inc. (EAI), was responsible for developing our quartz devices, LCDs, motors, magnets and device-applied products. The second, S-MOS Systems, Inc., was responsible for semiconductors, CARD-PCs, silicon foundry, packaging and services. We established Epson Electronics America, Inc. (EEA) as the regional headquarters for our electronic device and component business for the Americas, covering the United States, Canada, and Latin America. EEA markets and sells our electronic devices and delivers the engineering support necessary to ensure that designers developing advanced systems select our products over those of our competitors. The EEA management team and key personnel come from both EAI and S-MOS, thus retaining the experience and knowledge required for this smooth transition. Headquartered in San Jose, Calif., EEA is located in Silicon Valley, the heart of the nation's high-tech industry and home to many leading universities.

About Shiseido

Shiseido is the oldest and fourth largest cosmetics company in the world. Originating in 1872 as a Western-style pharmacy along the Ginza in Japan, Shiseido now has distribution in 68 countries and regions, including 900 department and specialty stores in the U.S. For more information about the company and its products, visit www.sca.shiseido.com

About Stella Artois

Stella Artois(TM) traces its origin back to 1366 to a brewery called Den Hoorn, located in Leuven, a town just outside of Brussels. In 1717, master brewer Sebastian Artois purchased the brewery and renamed it to his namesake. The Artois Brewery created a special brew to celebrate Christmas and named it Stella (Latin for star) for its exceptional clarity. Today, Stella Artois is the gold standard for European lagers with its distinctive flavor and spicy hop character. It is the fastest growing European lager in the world and the #1 selling Belgian beer in the U.S.

About Subaru of America, Inc

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2004. For additional information, visit www.subaru.com.

About Swiss Army

Inspired by the quality, ingenuity and iconic design of the Original Swiss Army Knife, Victorinox Swiss Army extends their heritage and innovation to deliver technical, tailored sportswear collections that define practical luxury.

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Editor's Note: Hi-res images and interviews available.