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MPAA Announces Democracy Video Challenge Partnership *Global Online Competition Aims to Celebrate Democracy*

WASHINGTON D.C. – The Motion Picture Association of America has joined a broad coalition of partners lead by the U.S. Department of State in sponsoring the Democracy Video Challenge, a worldwide video contest launched today at the United Nations. The video competition challenges young filmmakers from around the world to create short films that capture what democracy means to them and thereby promote the international dialogue on democracy. It was fitting that the announcement was made today which is International Day of Democracy.

“The Motion Picture Association of America is a proud partner of the 2008 Democracy Video Challenge, offering the world’s young filmmakers an opportunity to display their creativity and share their voices in today’s global discourse,” said MPAA Chairman and CEO Dan Glickman. “Film has always been a medium for individual and cultural expression and the MPAA is pleased to promote the global perspectives of these emerging filmmakers.”

The Democracy Video Challenge invites budding filmmakers, democracy advocates and the general public to film short pieces that complete the phrase, “*Democracy is...*” Contestants will post their movies on YouTube and winners will be selected by the online voting public. Six regional winners will be eligible to receive an all-expense paid trip to the United States that includes special screenings of their videos in New York, Hollywood and Washington, studio visits, and meetings with film directors, public officials and democracy advocates from nongovernmental organizations. MPAA will screen the six regional winners’ videos in Washington.

Sponsors involved in the film competition include representatives from the Center for International Private Enterprise, the International Republican Institute and the National Democratic Institute; youth organizations including the International Youth Foundation, and TakingITGlobal; the higher education community – NYU Tisch School of the Arts, and USC’s School of Cinematic Arts; as well as members of the filmed entertainment industry including the Directors Guild of America and NBC Universal Pictures.

For more information about the competition please visit the MPAA’s Web site, www.mpaa.org, or www.youtube.com/democracychallenge.

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt

Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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