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FOR IMMEDIATE RELEASE:

**3rd ANNUAL LOS ANGELES BRAZILIAN FILM
FESTIVAL – LABRFF 2009**

**Celebrates the 15th Anniversary of the New
Brazilian Cinema**

Los Angeles, California, March 13 – In its 3rd year, the Los Angeles Brazilian Film Festival - LABRFF 2010 celebrates the 15th Anniversary of the New Brazilian Cinema, with a selection of films that marked the period that became known worldwide as the best moments of national cinema, comparable only to the Cinema Novo. The LABRFF will take place April 27 to May 2, at the world capital of cinema, Los Angeles, and will feature more than 60 films including long and short films, documentaries, animation and video projects.

The festival will include in its program schedule a Tribute to Revival with films that stand the test of time and have become references for the Brazilian cinema. Considered to be the starting

point of this period, the film "Carlota Joaquina" by Carla Camurati (Copacabana Films, 1995), will be exhibited along with "Foreign Land" by Walter Salles and Daniella Thomas (Videofilmes, 1995), "City of God" by Fernando Meirelles (O2, 2003), "The Quatrilho" by Fabio Barreto (LC Barreto, 1994) and "Archaic Farming" by Luiz Fernando Carvalho (Videofilmes, 2001).

This tribute comes at a time when we are discussing the reformulation of the Audiovisual Law. It demonstrates the high level of domestic production achieved through the incentive laws which encouraged the resurgence of Brazilian cinema. "In the 80s and part of 90s, Brazilian cinema had virtually disappeared. Because of the lack of support for production during this time period, less than 10 films were launched each year. In the mid-'90s laws were created to encourage the film industry and consequently production resumed. In 2009, nearly 90 Brazilian films were produced, and the numbers continue to grow solidly. More movies mean more quality and opportunities in all areas. There has also been a renewal of teams and talents. This boom was called "Retomada" and is characterized by the diversity of themes and styles of films. So to watch a movie or two does not mean that one knows what was done during that period. "There are surprises all the time, its worth to explore." said director Fernando Meirelles.

Regarding the selection of films to celebrate the "Retomada", the co-founder of LABRFF, Nazareno Paulo, explains: "These films are symbolic. These movies are icons that everyone recognizes, identifies its directors, talks about the work, and views as references to the Brazilian cinema. It's like a trademark for the country. When it comes to soccer and carnival, the mind finds references in the classic images of Brazil. This is also true for Cinema. When talking about these films being honored, we are referring to films that have achieved high levels of success in the box office and among it public viewers. For many, scenes from Cartola Joaquina or Zé Galinha are examples that embody this period in Brazilian cinema."

International Competition

The Official Selection LABRFF 2010 will comprise more than 60 films, with ten feature films and four documentaries integrating the competition evaluated by the Official Jury which is composed of established names and emerging professionals in the industry, both domestic and foreign. The selected short films will be competing in the category of Best Prize chosen by popular vote. Two other categories that will also be awarded by public vote are video projects and short films produced by Brazilians in the United States.

The complete Official Selection 2010 LABRFF, including animated films and shows parallel feature films and guest documentaries will be announced on March 25.

Mission:

LABRFF's mission is to support and facilitate the Brazilian audiovisual exhibition and distribution in the United States, and to stimulate new business opportunities in the film industry. The festival has established a favorable environment for information exchange between Brazil and United States by offering panels, workshops, lectures, and networking meetings to its attendees.

The festival creates visibility and promotes the Brazilian culture through one of the most powerful mediums in the world: cinema. For businesses, the festival has proven to be more than a marketing option. It's a cultural networking opportunity for filmmakers, producers, and entrepreneurs to invest in the Brazilian audiovisual industry.

About the Festival:

The company was established in 2007 by Journalist Nazareno Paulo and Producer Meire Fernandes, and it was created to be the first genuine Brazilian film festival in the California market.

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For businesses, the festival has proven to be more than a marketing option. It's a cultural networking opportunity for filmmakers, producers, and entrepreneurs to invest in the Brazilian audiovisual industry by partnering with its productions and establishing an efficient exchange between the professionals involved with this segment.

Social Responsibility:

The LABRFF has partnerships with the following institutions:

Turma do Bem

Bravo Youth Foundation

Environmental Protection:

The LABRFF has partnered with the following institution in order to minimize the impact caused by the emission of CO2 in the environment:

METRO

Sponsors:

The Los Angeles Brazilian Film Festival would have not been made possible without the support and dedication of its sponsors and partners. Each one of them shares with LABRFF love for

Brazilian cinema, and recognizes the importance of sharing the work and contributions of Brazilian artists and filmmakers with the widest possible audience.

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