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AMERICAN FILM INSTITUTE AND SONY TO PRESENT *AFI DVCAM FEST*

LOS ANGELES, SEPTEMBER XX, 2000? The American Film Institute (AFI) and Sony Electronics announced today The *AFI DVCAM Fest* sponsored by Sony. This is a creative competitive video festival intended to identify, recognize and reward digital video professionals in areas such as fiction, documentary, event production, news gathering and other professionally applied digital video technology.

The *AFI DVCAM FEST* sponsored by Sony will feature awards in five categories: fiction, documentary, experimental, creative events coverage and performance coverage. The competition will be judged by a panel of professional celebrity judges, who will determine winners in each category, as well as an overall Grand Prize recipient. The winning entries will be presented at the NAB Convention in Las Vegas in April, 2001. The festival will be administered by AFI and sponsored by Sony Electronics, Inc.

Finalists will be selected in each of the five categories and a grand prize will be awarded in each category. The grand prize recipient will receive up to \$50,000 in retail value in DVCAM equipment from the Sony Electronics? Broadcast and Professional Company. The winning entry will be presented at AFI Fest 2001 in Hollywood, California. The remaining four category winners will receive their choice of up to \$5,000 worth of Sony Professional equipment or one five-day class from the Sony Training Institute (including travel, housing and expenses). All winners also will receive a master case of Sony DVCAM® videotapes.

"Our long partnership with Sony Electronics makes this new venture very exciting for us," stated AFI's Co-Director and COO, James Hindman. "Digital video has become a huge boost to the creative process and it is appropriate to recognize new standards of excellence as they emerge."

"DVCAM has emerged as the digital acquisition standard for the broadband era. It has proven to be a high quality, creative tool for digital productions of all kinds," says Alec Shapiro, Vice President, Marketing Communications for Sony Electronics? Broadcast and Professional Company. "We are delighted that The American Film Institute is recognizing the achievements and creativity of video professionals in so many diverse applications."

All entries must be postmarked no later than February 2, 2001 and received no later than February 9, 2000. All entries must have utilized a Sony Professional Video product in some stage of production. Entry forms can be found at select Sony Resellers (while supplies last) or on-line at www.dvcamfest.com. Starting October 2nd, this newly established web site will provide entry forms, rules and regulations and additional information. Interested applicants can call 1-866-AFI-SONY, toll-free for the entry form or additional information.