



Press Release

Berlinale 2007: Festival has four main sponsors for the first time

"The Berlinale is growing continuously. Without the financial and creative contributions of our partners from commerce and industry, we would not be able to meet the challenge. And with T-Com, we are delighted to welcome a fourth main partner on board. Our long-standing partnerships with L'OREAL PARIs and Volkswagen have been renewed as has our successful collaboration with ZDF, our main media partner. We would like to express our warmest thanks to all the festival's sponsors", states Dieter Kosslick.

T-Com

With T-Home, customers will be provided with an attractive package of services that includes modern high-speed Internet access with up to 50 Mbit/s, inexpensive DSL telephone flatrates, as well as the possibility of receiving 130 free- and pay-TV stations via VDSL. "We are very pleased to collaborate with the Berlinale, one of the most celebrated film festivals in the world, standing for culture, first-class cinema and entertainment. T-Home is the ideal partner for the Berlinale, where it is a matter of high-quality entertainment and its technical transmission", says Burkhard Graßmann, member of the T-com Board of Management, responsible for marketing.

T-Home customers will be able to enjoy top-notch TV entertainment during the Berlinale: star entertainer Barbara Schöneberger will report directly from festival events. Via an integrated TV archive, a wide range of Berlinale contents will be conveniently accessible at all times in HD quality. Via the VOD system, a selection of Berlinale films from the past years will also be made available in a section of their own. In addition, T-Home will raffle off a limited number of tickets for premieres at the Berlinale Palast and offer "star-reporter assistants" a unique chance to take a look behind the scenes for a day.

L'ORÉAL PARIs

For the ninth time, L'ORÉAL PARIs will sponsor the Berlinale. In this successful partnership between the Berlin International Film Festival and L'ORÉAL PARIs, dream worlds meet: the worlds of film and beauty. This year's L'ORÉAL PARIs ambassadors include icons from cinema, pop and culture, such as Scarlett Johansson, Penélope Cruz, Jane Fonda, Aishwarya Rai, Gong Li, Milla Jovovich, Andie MacDowell and Beyoncé Knowles. From January to March, a promotion campaign will be launched under the umbrella brand of L'ORÉAL PARIs for the Berlinale 2007 with the motto "Film ab" [Film, please!]. At both the Opening Gala and the Awards Ceremony, L'ORÉAL PARIs hostesses will present guests with high-value "goody bags".

**57. Internationale
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Press Office

Potsdamer Straße 5
10785 Berlin

Tel. +49 • 30 • 259 20 • 707
Fax +49 • 30 • 259 20 • 799

press@berlinale.de
www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Management:

Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Dr. Thomas Köstlin
(Kaufmännischer Geschäftsführer),
Dr. Bernd Scherer,
Dr. Joachim Sartorius

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Handelsregister: Amtsgericht
Charlottenburg Nr. 96 HRB 29357
UST ID DE 136 78 27 46



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Volkswagen

With its Phaeton limousines, Volkswagen will enable the stars of the Berlinale to arrive in style at this year's gala premieres. Volkswagen will again provide the entire fleet of cars for the festival. 34 Phaetons will be available to chauffeur guests to the Red Carpet and another 46 cars, including Multivans, Touaregs, Eos and Golf Plus, will be put at the disposal of the *Berlinale Talent Campus*, Shooting Stars and Teddy Awards. VW will also live up to its reputation as a committed supporter of film and culture with its growing number of initiatives during the Berlinale. In addition to the *Volkswagen Score Competition* within the scope of the *Berlinale Talent Campus*, VW will back the Teddy Awards, as well as the school project during the new Berlinale special film series *Culinary Cinema*, and the European premiere of celebrated Canadian avant-garde director Guy Maddin's silent film *Brand Upon the Brain!* in the Deutsche Oper Berlin. The *Volkswagen Film Location Tour* will take cineastes to memorable film locations in Berlin, and in the youth forum "Volkswagen startklar" [Volkswagen takes off], everything will revolve around *Kino im Kopf [Movies in the Mind]*. Here celebrities such as Christian Ulmen, Armin Rohde or Maximilian Brückner will recount their favourite films.

ZDF / 3sat

As the festival's main media partner, ZDF will play a leading role at on-stage events in the Berlinale Palast. ZDF will again be responsible for all recordings of the festival's Opening and Closing Galas, as well as of the Shooting Star awards, and will make them accessible to numerous national and international TV stations. The Opening Gala of the Berlinale 2007 will be broadcast live at 7:20 p.m. on 3sat, ZDF's partner station, and rerun later at 0:55 a.m. on ZDF. Charlotte Roche will host this year's opening gala; musicians Joy Denalane and Jan Delay are to perform. The ZDF Berlinale Studio, located directly outside the Berlinale Palast, will be used to broadcast extensive coverage on a number of programmes, including "Morgenmagazin", "Mittagsmagazin" and special editions of "Volle Kanne". With "aspekte extra" and "Die lange Nacht der Berlinale", Germany's longest-running television magazine for culture will provide in-depth reports on the festival. There will also be daily get-togethers for the film branch in the ZDF Lounge at "Bistro Dietrich's" in the Grand Hyatt Berlin.

With its "Berlinale-Fenster", 3sat's magazine "Kulturzeit" will report weekdays as of 7:20 p.m.. "Berlinale Journal" will wrap up the day with up-to-the-minute pictures of events at 10:25 p.m. each evening. The climax of the Berlinale, the Golden and Silver Bear Award Ceremony and the subsequent final grand gala, will be broadcast live by 3sat at 7:00 p.m. on Saturday, February 17.

Press Office
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