



Press Release

Berlinale Continues to Be Popular with Sponsors

"Our contracts with L'ORÉAL PARIS and BMW have been extended until 2013. And both ZDF broadcasting station and TESIRO have expressed interest in continuing our partnerships beyond 2011. We are also particularly pleased to welcome two interesting new companies on board as co-partners: ENTEGA green energy supplier and GLASHÜTTE ORIGINAL watch manufactory. Besides the continued support of Minister of State for Culture Bernd Neumann, the financial and creative contributions of our sponsors are indispensable for the Festival. We thank all of the Berlinale's partners for their so passionate commitment," says Berlinale Director Dieter Kosslick.

L'ORÉAL PARIS

In the longstanding partnership between the Berlinale and L'ORÉAL PARIS, the biggest international cosmetic company, the world of film meets the world of beauty. The faces of L'ORÉAL PARIS include many icons of film, such as Diane Kruger, Milla Jovovich, Rachel Weisz, Gerard Butler and Jane Fonda.

With a specially developed campaign, in which brand ambassadors Diane Kruger (who stars in a *Competition* film this year), Freida Pinto, Claudia Schiffer and Laetitia Casta are styled to resemble classic stars (Eva Marie Saint, Audrey Hepburn, Brigitte Bardot and Rita Hayworth), L'ORÉAL PARIS is again displaying its passion for the cinema.

A L'ORÉAL PARIS team of beauty experts will style the stars in the exclusive Berlinale VIP Club and in their suites for the red carpet. Following the great success of previous years, L'ORÉAL PARIS will again be setting up a make-up studio at Potsdamer Platz. Here experienced L'ORÉAL PARIS make-up artists will give visitors to the Festival that special Berlinale look.

ZDF

As the Festival's principal media partner, ZDF/3sat is again staging the many shows in the Berlinale Palast. It will be responsible for recording the opening gala and closing awards ceremony as well as the Shooting Stars and Honorary Golden Bear presentations. ZDF will also make this footage available to several national and international television networks. This year's festive opening will be hosted by Anke Engelke, and transmitted live by 3sat, the ZDF's partner station. On February 19, 3sat will also present a live broadcast

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of the highpoint of the Festival: the Golden and Silver Bear Awards Ceremony.

Meetings for the industry and press events will be held daily in the ZDF Lounge on the "mesa" of the Grand Hyatt Berlin.

BMW

Under the motto "Great Cinema: BMW Presents Moving Moments", BMW - which has been named supersector leader in Dow Jones Sustainability Indexes for six consecutive years - is continuing its commitment as principal partner of the Berlin International Film Festival. BMW will again provide an entire fleet with more than 90 vehicles for both the Festival and the *Berlinale Talent Campus*. In addition to BMW 7 Series Limousines and 5 Series GTs, BMW will have ActiveHybrids in operation. A highlight will be its new 6 Series Cabrio, which - before going on sale - will make a grand appearance at the red carpet. Following the fantastic success at the jubilee edition of the Berlinale in 2010, a selection of BMW classic cars will again delight the Festival's international guests. In the BMW Golden Bear Lounge, that popular meeting point at the heart of the Berlinale Press Centre, BMW will welcome actors, filmmakers and representatives of the media.

HUGO BOSS

Besides installing a VIP showroom for the actors and directors of *Competition* films as well as for the members of the International Jury, HUGO BOSS is again providing the sweatshirts, T-shirts, scarves and caps included in the Berlinale's assortment of merchandise. It is also supplying the participants and experts of the *Berlinale Talent Campus* with sweatshirts. As coveted gift for VIP guests, HUGO BOSS has again designed an exclusive cashmere scarf and given it that special Berlinale look.

TESIRO

Once more TESIRO will be setting up an exclusive Jewellery Lease Suite. Here selected VIP guests of the festival will be able to lease exquisite pieces of jewellery and so add that perfect touch to their eveningwear for the red carpet. TESIRO will also be providing splendid gifts for the guests of the Berlinale VIP Club. What's more, TESIRO is again supporting the European Film Promotion's Shooting Stars Initiative.



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ENTEKA

ENTEKA is one of Germany's leading green energy suppliers. ENTEKA's partnership revolves around actively helping the Berlinale to reduce its carbon footprint substantially in the coming years. The process will be accompanied by an annual report carried out by the renowned Öko Institut e.V. (Institute for Applied Ecology).

To mark this year's Berlinale, ENTEKA has developed the fourth project in its "Denkanstoß" (the word translates roughly as "food for thought") series. In the Tiergarten district, artist Ralf Schmerberg created a spectacular installation, entitled HOLY WOOD. On February 9, 2011, Festival Director Dieter Kosslick and Governing Mayor of Berlin Klaus Wowereit have inaugurated the work, which also underscores the importance of trees and how crucial they are to the climate. At the same time, this event kicks off "10,000 Trees for Berlin", a non-profit initiative to rescue the trees lining the city's streets.

GLASHÜTTE ORIGINAL

For 165 years, the name Glashütte has been a synonym for high-quality watchmaking and extraordinary design. As leading German enterprise in the field of luxury watches, GLASHÜTTE ORIGINAL, a company of the Swatch Group Ltd, honours the tradition of fine watchmaking. During the Berlinale, GLASHÜTTE ORIGINAL will host an exclusive lounge on the 24th floor of the Kollhoff Building at Potsdamer Platz. At the same time, GLASHÜTTE ORIGINAL boutiques around the world will take up the Berlinale as central theme in their shop windows.

Third-party partners in 2011: Barco, Berliner Pilsner, German Wine Institute (DWI), Franco-German Youth Office (FGYO), the Gesellschaft zur Verwertung von Film- und Fernsehrechten (GWFF - a society for safeguarding film and television rights), PICTORION das werk, rbb broadcasting station, TNT Film, TV Movie and Wall.

Suppliers in 2011: Arri, BerlinPlakat, Cerruti Baleri, COLT, Dolby, Haus Rabenhorst, Nikon, Soho House (Berlin), TNT Express, Viva con Agua and Vranken Pommery Champagne.

Press Office
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