

# SILVER LAKE FILM FESTIVAL

LA's Independent Film & Arts Festival

For Immediate Release

## **Silver Lake Film Festival of Los Angeles Announces Strategic Online Alliance With MediaZone**

**Leading indie film showcase partners with leading online broadcaster  
to launch three video-streaming channels of feature-length and short films,  
videos and flash-animation**

Las Vegas – Jan. 9, 2007 – Silver Lake Film Festival ([www.silverlakefilmfestival.org](http://www.silverlakefilmfestival.org)) – Los Angeles' leading showcase for alternative and independent films and videos – announced today at CES a partnership with MediaZone, a leading global online broadcaster, to provide content for three new online Social TV channels. All three channels will showcase the work of independent filmmakers from around the world with one channel, created in partnership with Filmmakers Alliance ([www.filmmakersalliance.com](http://www.filmmakersalliance.com)), also providing instruction on filmmaking techniques and crafts for budding filmmakers.

The partnership with MediaZone marks a new chapter in the history of Silver Lake Film Festival, a nonprofit organization established by filmmakers in 1999 to present the work of independent filmmakers in heart of the entertainment capital of the world. "After seven years of presenting Los Angeles audiences with some of the best in independent and alternative features, documentaries and shorts, we're ready to embrace the world as a venue and provide audiences, wherever they live, with our festival's signature mix of edgily creative, progressively social-political, and multi-ethnic films and videos," said Kate Marciniak, the festival co-director.

**The Silver Lake Film Festival Channel** will provide highlights from the festival's annual screenings in Los Angeles of feature-length narratives, documentaries and shorts. **The Short Films Channel**, a partnership with MediaZone.com, will focus strictly on shorts, including mini-digital movies that are presented annually during the film festival under the banner MP4Fest, and music videos presented as part of the parallel MusicFest. **The Five-Minute Filmmaker Channel** will provide workshops, lectures and panel discussions, and other how-to information on the development, production and marketing of films.

"The addition of Silver Lake Film Festival as a strategic content partner greatly adds to our portfolio of Entertainment programming, fulfilling our goal of establishing a truly global network of channels on our Social TV platform," said Mariana Danilovic, MediaZone's Vice President of Business Development.

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### **About Silver Lake Film Festival**

Since it was established in 1999, Silver Lake Film Festival, a nonprofit organization, has showcased the works of hundreds of independent next-generation as well as established filmmakers. Among the filmmakers who have participated in and whose motion pictures have been showcased at the festival are Penelope Spheeris, Charles Burnett, Gregg Araki, Justin Lin, Kenneth Anger, Kim Ki-duk, Allison Anders, Rob Nilsson, David Mamet, Stuart Gordon, Gregory Hatanaka, Robert Peters, Nobuo Nakagawa, Curtis Harrington, Cheng Wen-Tang, Ming-liang Tsai, and Richard Glatzer and Wash Westmoreland. The 7th annual Silver Lake Film Festival, May 3-12, 2007 in venues throughout Los Angeles, will honor among its Spirit of Silver Lake recipients the filmmaking couple Jonathan Dayton and Valerie Faris, co-directors of the critically-acclaimed independent film "Little Miss Sunshine". The 2007 Silver Lake Film Festival is under the direction of Festival Co-Directors Kate Marciniak, Greg Ptacek and Saskia Wilson-Brown with Roger M. Mayer serving as Programming Director.

### **About MediaZone**

Social TV pioneer MediaZone is a leading global online broadcaster specializing in professionally-produced sports, international and entertainment video programming. MediaZone has established lasting partnerships with leading media brands including AOL, NBC Sports and the Shanghai Media Group and is the official online broadcast partner for major events such as Wimbledon, FIBA Basketball and SANZAR rugby. Through its next generation Social TV platform, MediaZone links premier content with unprecedented interactivity for a completely new user experience. The company is headquartered in the San Francisco Bay Area with offices in China and Europe. MediaZone is a division of MIH Ltd., a wholly-owned subsidiary of Naspers (Nasdaq:NPSN). For more information, please visit: [MediaZone.com](http://MediaZone.com).

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