

BIOGRAPHY

Jean M. Prewitt
**President and Chief Executive Officer/
Independent Film & Television Alliance**

Jean M. Prewitt is President and Chief Executive Officer of the Independent Film & Television Alliance (IFTA), the global trade association of independent distributors and producers of motion picture and television programming. Headquartered in Los Angeles, the organization represents and provides significant entertainment industry services to more than 150 member companies from 22 countries, consisting of independent production and distribution companies, sales agents, television companies, studio-affiliated companies, and institutions engaged in film finance.

Since her appointment in April 2000, the Independent Film & Television Alliance and the services it provides to its members have dramatically evolved. Its most visible service continues to be the American Film Market (AFM), held annually in Santa Monica. The AFM is the world's largest film market, hosting more than 8,000 industry professionals for eight days of deal-making, screenings, seminars, premieres, networking and parties. With wide-ranging expertise in motion picture distribution, new technologies and public policy, Ms. Prewitt spearheads IFTA's global focus and activities. As the voice and advocate for the independent film and television industry worldwide, IFTA speaks out on matters of critical importance, including media consolidation, the elimination of trade barriers, net neutrality, the impact of new technology on the independents' traditional business models, anti-piracy and improvement of copyright protection around the world, and the need to foster broad-based growth of the industry. Where appropriate, IFTA actively lobbies governments around the world in regard to measures directly affecting the independent industry.

IFTA also delivers a wide array of services that assist independents to compete effectively in today's marketplace. IFTA Arbitration is available to resolve trading disputes without costly international court proceedings. IFTA Collections gives participants an effective mechanism to collect non-contractual copyright royalties and has paid participants more than \$56 million in the last ten years. IFTA's model licensing agreements are in standard use around the world and have been enhanced to define and reflect digital rights and distribution models. Members also have the benefits of on-site support at major film and television markets and ongoing legal and market research services, many now available



10850 Wilshire Boulevard / 9th Floor
Los Angeles, CA 90024-4321
310-446-1000 TEL / 310-446-1600 FAX
www.ifta-online.org / info@ifta-online.org

(more...)

online at www.ifta-online.org.

Before joining IFTA, Ms. Prewitt was a Principal from 1994 to 1999 at Podesta Associates, a Washington, D.C.-based lobbying and public relations firm, representing some of the world's most prestigious entertainment and high technology companies. Prior to Podesta, she served as a senior government official with the U.S. Department of Commerce. In this role, Ms. Prewitt represented the White House and Executive Branch on international communications and information policy matters.

Ms. Prewitt also worked for eight years as Senior Vice President and General Counsel of United International Pictures (UIP), the foreign distribution arm of Paramount, Universal and MGM studios, implementing the initial creation of the global distribution network and managing legal and government affairs on a worldwide basis.

Ms. Prewitt began her legal career at the New York firm of Donovan Leisure Newton & Irvine, where she specialized in federal tax, antitrust and copyright litigation. She is a graduate of Harvard University and Georgetown University Law Center.

###

CONTACTS:

Jim Benson/Elizabeth Wolfe
The Lippin Group/LA
1-323-965-1990
jbenson@lippingroup.com
ewolfe@lippingroup.com

Don Ciaramella
The Lippin Group/NY
212/986-7080
don@lippingroup.com

Debbie Lawrence
The Lippin Group/UK
44 203 008 5408
dlawrence@lippingroup.com