

## **FOR IMMEDIATE RELEASE**

### **INDEPENDENT FILM & TELEVISION ALLIANCE AWARDED \$248,000 TO SPUR GLOBAL COMPETITIVENESS OF U.S. FILM EXPORTS US Department of Commerce's International Trade Administration Award Will Enable First American Pavilions at International Film and Television Markets**

**Los Angeles, CA, November 3, 2010** – In a move to enhance the global competitiveness of US film exports, the International Trade Administration (ITA) of USDOC has awarded the Independent Film & Television Alliance (IFTA) \$248,000 under its Market Development Cooperator Program (MDCP). IFTA President-CEO Jean Prewitt made the announcement today.

The multi-year award creates a partnership between IFTA and ITA through which the first American Pavilions will be established at two major film and television markets. These pavilions will provide exhibit space and marketing and technical support to US companies putting them on equal footing with other national pavilions. The first of those markets will be Hong Kong FILMART 2011.

IFTA projects the Pavilions will generate \$112 million in export revenues over three years for small and medium-sized companies, creating 1,120 direct and 2,464 indirect American jobs.

“We are proud that MDCP recognized IFTA’s ability to help U.S. independent film companies compete more effectively in the global marketplace,” said Ms. Prewitt.

#### **About the Market Development Cooperator Program**

MDCP awards are designed to support well-defined business plans aimed at increasing exports and US competitiveness within certain industries. The awards establish partnerships between ITA and nonprofit industry groups to help strengthen global competitiveness and create jobs through exports.

#### **About the Independent Film & Television Alliance**

The Independent Film & Television Alliance (IFTA) is the global trade association of the independent motion picture and television programming industry. Headquartered in Los Angeles, the organization represents and provides significant entertainment industry services to more than 150 member companies from 23 countries, consisting of independent production and distribution companies, sales agents, television companies and financial institutions engaged in film finance.

Collectively, the Independent Film & Television Alliance’s members produce more than 400 independent films and countless hours of television programming each year and generate more than \$4 billion in distribution revenues annually. The organization’s premiere event, the American Film Market, held in conjunction with AFI FEST, takes place every year in November in Santa Monica.

As the voice and advocate for the independent film and television industry worldwide, the Alliance speaks out on matters of critical importance and, where appropriate, actively lobbies governments around the world in regard to measures directly affecting the independent industry. For more information on IFTA and the American Film Market, please visit [www.ifta-online.org](http://www.ifta-online.org).

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