

FESTIVAL OVERVIEW

- LAUNCHING NEW, CREATIVE MARKETS for WOMEN & CORPORATE PARTNERS
- ENHANCING DIVERSITY and STABILITY in SCREEN ENTERTAINMENT
- EXCITING WORLDWIDE AUDIENCES WITH EXCELLENT, FILMED ENTERTAINMENT

WHERE & WHEN

- October 16th through October 19th, 2008 is the original, annual LA Femme Film Festival at Beverly Hills' Fine Arts Theatre, 8556 Wilshire Boulevard.
- Premiering in July are monthly interviews via Webcast at LAFemme.com.
- In Spring 2009 our competition in New York begins. Venues and dates are now under selection.

WHAT

- LA Femme Film and Screen Festival is international. Its mission is to screen films for a world audience. Created by members of the second-largest market in the world – women, LA Femme's celebrity honorees and filmmakers accept awards for their outstanding roles in screened entertainment.
- Last year, over 10,000 attended the mother festival, celebrating films made By Women - For Everyone!
- Exciting, monthly Webcast interviews of celebrities and filmmakers – with audience access – premiere at LA Femme's Website in July. LA Femme's Board of Advisors, *Tall Minds*, are involved.
- Our Spring competition in New York is expected to focus on the artistry of entertaining commercials.

AUDIENCE CHARACTERISTICS 2005, 2006 and 2007

- About 60% of LA Femme's Festival celebrants are women between the ages of 26 and 45. Men are in the same age range.
- Programming from LA Femme targets audiences aged 18 to 55. This makes the films very attractive to distributors.
- Upwards of 80% of Festival-goers are entrepreneurs or small business owners in the film, television or related entertainment, or vendors to entertainment businesses.
- Most Festival celebrants are directly involved in the television and film industry as executives, directors, producers, distributors, writers, animators and actresses.
- Festival-goers trend significantly toward higher-income brackets.
- Public attendees have comprised about 10% of past audiences.

REACH

- Films showcased at LA Femme have already achieved national and international distribution on TV, cable and in theaters. For any film festival to have accomplished this in its first five years is unheard of.
- Through LA Femme, participants have secured development agreements and agent representation.