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Tuesday, February 23, 2010

JERRY BRUCKHEIMER TO RECEIVE SHOWEST LIFETIME ACHIEVEMENT AWARD

WALT DISNEY PICTURES' AND JERRY BRUCKHEIMER FILMS' *PRINCE OF PERSIA: THE SANDS OF TIME* HITS THEATERS THIS SUMMER

LOS ANGELES —Jerry Bruckheimer will receive the ShoWest 2010 Lifetime Achievement Award, it was announced today by Robert Sunshine, managing director of the event, which will be held March 15 – 18, 2010, in Las Vegas. Bruckheimer will be presented with the ShoWest Lifetime Achievement Award at ShoWest's Final Night Banquet and Award Ceremony on Thursday, March 18, at Bally's and Paris Las Vegas. Walt Disney Pictures and Jerry Bruckheimer Films will also screen *Prince of Persia: The Sands of Time* for ShoWest attendees on Thursday, March 18.

"With billions earned worldwide at the box office, Jerry Bruckheimer has brought outstanding entertainment to movie going audiences for four decades," said Sunshine. "From the action-packed *Pirates of the Caribbean* trilogy, to this summer's *Prince of Persia*, Bruckheimer continues to bring audiences into movie theater seats and provides a movie going experience like no other. We are honored to present Jerry Bruckheimer with the ShoWest 2010 Lifetime Achievement Award."

Set in the mystical lands of Persia, *Prince of Persia: The Sands of Time* is an epic action-adventure starring Jake Gyllenhaal as a rogue prince who, along with a mysterious princess, Gemma Arterton, race against dark forces to safeguard an ancient dagger capable of releasing the Sands of Time—a gift from the gods that can reverse time and allow its possessor to rule the world. Directed by Mike Newell (*Harry Potter and the Goblet of Fire*), *Prince of Persia: the Sands of Time* also stars Ben Kingsley and Alfred Molina. The film hits U.S. theaters May 28, 2010.

Jerry Bruckheimer first made his way to Hollywood via advertising when, as an award-winning commercial producer, one of his spots was noted for its brilliance in *Time* magazine. Four years later he went on to produce such memorable films as: *Farewell, My Lovely*, *American Gigolo* and *Flashdance*. The release of *Flashdance* would change Bruckheimer's life, grossing \$92 million in the U.S. alone and pairing him with Don Simpson, who would be his producing partner for the next 13 years. They went on to produce one hit after the other including *Top Gun*, *Days of Thunder*, *Beverly Hills Cop I & II*, *Bad Boys* and *The Rock*. On his own, in 1997, Bruckheimer went on to produce such hits as *Con Air*, *Armageddon*, *Enemy of the State*, *Coyote Ugly*, *Remember the Titans*, *Pearl Harbor*, *Black Hawk Down*, the *Pirates of the Caribbean* trilogy, *National Treasure* and *National Treasure: Book of Secrets*. His upcoming films include *Prince of Persia: The Sands of Time* and *The Sorcerer's Apprentice*. In addition to his outstanding success on the big screen, Jerry Bruckheimer Television has seen amazing success with television audiences. Bruckheimer has brought us such hits as "C.S.I.," "C.S.I.: Miami," "C.S.I.: NY," "Without A Trace," "Cold Case" and the award-winning "The Amazing Race." Over the course of his career, Bruckheimer's films and television work has earned six Academy Awards, five GRAMMY Awards, four Golden Globes, 18 Emmys, 15 People's Choice Awards, and two BAFTA Awards, among numerous other accolades.

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2010 edition of ShoWest will be held March 15 – 18, 2010 at Bally's and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group of e5 Global Media. The Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International. e5 Global Media also produces the Film Group's sister publication, The Hollywood Reporter.

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