



NEWS RELEASE
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**SHOWEAST 2010 TO HONOR TWENTIETH CENTURY FOX AND
SEARCHLIGHT PICTURES' BRANDEN d. MILLER WITH "AL
SHAPIRO DISTINGUISHED SERVICE AWARD"**

NEW YORK – Branden d. Miller, Vice President of In-Theatre Marketing for both Twentieth Century Fox and Fox Searchlight Pictures, will receive the 2010 “Al Shapiro Distinguished Service Award”, it was announced today by ShowEast Managing Director, Robert Sunshine. The award presentation will take place at the Final Night Banquet hosted by The Coca-Cola Company on October 14, 2010 at the Orlando World Center Marriott.

The “Al Shapiro Distinguished Service Award” each year honors an executive who best represents the ideals and standards that the late Al Shapiro helped set during his distinguished career. It epitomizes his dedication, care and concern for the betterment of the motion picture industry. Last year Warner Bros.’ Kelly O’Connor received the “Al Shapiro Distinguished Service Award.” Previous recipients include Nancy Kleuter, Scott Forman, Patricia Gonzalez, Bud Stone, John Lundin and Steve Bunnell.

“I can’t think of a more deserving individual in our industry to receive this award than Branden,” noted Robert Sunshine. “Branden’s exhibitor in-theatre marketing expertise and leadership have contributed greatly to the boxoffice success of some of the most notable films of all time.”

Branden d. Miller is currently Vice President of In-Theatre Marketing for both Twentieth Century Fox and Fox Searchlight Pictures. He has been at Twentieth Century Fox for the past eighteen years, during which time he has served as Manager, Director and Executive Director of Exhibitor Services. His current duties include overseeing the creation and distribution of in-theatre marketing materials for the United States and Canada.

Prior to working at Fox, Mr. Miller served for two years at Buena Vista Pictures Distribution as the Western Division Marketing Coordinator for their in-theatre marketing department.

During his time at Fox, he has been involved in the marketing of some of the most successful films of all time, including “**Avatar**”, “**Star Wars Episodes I, II & III**”, “**The Simpsons Movie**”, “**Independence Day**”, the “**X-Men**”, “**Ice Age**” and “**Alvin and the Chipmunks**” franchises, and the independent hits “**Juno**”, “**Little Miss Sunshine**” and “**Slumdog Millionaire**”.

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Before moving to Los Angeles, Miller worked for eight years in several capacities for the non-profit SCERA Corporation (Sharon's, Cultural, Educational, Recreational, Association) where he achieved the title of Director of Marketing and Promotions. SCERA is a charitable arts organization dedicated to the development and advancement of arts and culture, arts education, and wholesome and affordable family entertainment. At SCERA, he was a major part of the fund raising campaign for a SCERA Center for the Arts. Through his fundraising programs, including a benefit premiere of THE TEN COMMANDMENTS hosted by Charlton Heston which raised more than one million dollars—enough money to start construction of the SCERA Center for the Arts.

Miller is currently on the Board of Directors for Variety the Children's Charity of Southern California (Tent 25). At Variety he served as the Gold Hearts Committee Chairman from 2006-2007. Currently he is on the Variety's Kids committee. Variety's Kids is an eBay auction site where one can bid on unique movie and entertainment items with the proceeds going to help kids in need. He is also on the committee for this year's Variety Lifetime Achievement Journal honoring Fox's Bruce Snyder.

In addition to Variety he is also involved with the Will Rogers Motion Picture Pioneers Foundation and serves on the Board of Directors as an Advisory Member as well as being on their Neo Natal Committee. He also serves on the Classification and Rating Administration (CARA) Appeals Board for the Motion Picture Association of America and is a continued supporter of the SCERA, Multiple Sclerosis Society, the Fulfillment Fund, and various adoption advocacy groups. He is married to Jennifer Niven Miller and they have four adopted children.

He has received numerous honors and awards including the POPAI, OMA Temporary Display of the Year in 2009 for "Space Chimps". In 2008 he received Key Art Awards for Best in Show Print and First Place Theatrical Standee Print for "The Simpsons Movie"; POPAI, OMA Display of the Year Semi-Permanent and POPAI; OMA Gold Semi-Permanent for "Space Chimps"; POP Show, Gold Award Free-Standing Displays Permanent for "Fantastic Four: Rise of the Silver Surfer"; POP Show San Francisco, Silver Award Free-standing Displays Permanent for "Night at the Museum 2"; and POP Show San Francisco, Silver Award Interactive Displays for the "Simpsons Movie".

In 2006 he received the Friends of Exhibition Award from Rocky Mountain Theatre Owners Association and the Exhibitor Relations Award from the Mid-States NATO.

He was associate producer on an independent film entitled "Sliding Home", which won the Feature Film Bronze Award at the WorldFest-Houston International Film Festival in 2002. He also won a PPA Golden Pyramid Award for Outstanding Use of Promotional Products in 1999 for "There's Something About Mary" and a POPAI, OMA Bronze Best of Industry Temporary Display in 1998 for "Anastasia".

ShowEast 2010 will take place from October 11-14, 2010 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,200 members of the motion picture industry are expected to attend. ShowEast, now in its 25th year, is produced by e5 Global Media, owner of leading entertainment publications and events like, *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Film Journal International*, *Adweek*, *Mediaweek* and *Brandweek*, the Clio Awards as well as ShowEast, CineAsia, Cinema Expo International, The 3D Experience and Reality Rocks.

