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New Line's Senior Vice President of Production Kathy Busby Wins "Relentless Drive Award" at 2006 Sundance Film Festival

LOS ANGELES (Feb. 7, 2006) – New Line senior vice president of production Kathy Busby won the first-ever "Relentless Drive Award" from Volkswagen for her short film "Max and Josh" at the 2006 Sundance Film Festival in Park City, UT last month. As a result, she will be driving a new Volkswagen Touareg for the year.

"The Relentless Drive Award" pays homage to the determination and hard work it takes to produce an independent film. It is awarded to the filmmaker with the best story of how they couldn't have made their film happen without the use of a car. Throughout the festival, seven director profiles were featured on the back of the Sundance Daily Insider, including Busby's which read:

"In making 'Max and Josh,' I wanted to tell the story as simply as possible: no sets, no costumes, no lighting. I loved the idea of shooting the entire film inside a car. But could we fit two actors, two cameramen, a sound technician, driver, and director in there, let alone shoot a movie? I spent the entire shoot lying on the floor. My leg kept creeping into frame, potholes shook the camera, but the best was LA in August with the windows up and our sound technician nixed the noisy air conditioning. Despite his best efforts to keep cool, actor Wayne Federman was sweating like Nixon in the JFK debate. Our other actor, Hill Harper, had a flight to catch. So we had to back into deadline driving to LAX. We wrapped moments before dropping him at his terminal. Without a car, there never would have been 'Max and Josh.'"

Volkswagen owners were able to vote throughout the Festival in the Volkswagen tent, and the "Relentless Drive Award" was announced to Busby on Jan. 26.

"When I made 'Max and Josh,' the idea was to hang out with my talented friends, tell a story, and maybe sharpen my artistic instincts in the process -- always good for a film executive. I certainly didn't expect to get into Sundance, let alone leave the festival with a new car," said Busby.

The Festival selected "Max and Josh" for this year's Short Film Program— only 73 short films were chosen from a total of 4,327 submissions. Forty-two films are American and 31 are international, representing 17 countries.

Additionally, "Max and Josh" will be streamed online at www.sundance.org, the official website of the Sundance Film Festival. It is one of 47 short films that will stream on the site through June 20, 2006.

About New Line Cinema Corporation:

Founded almost 40 years ago, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

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