

PRESS RELEASE

For Immediate Release

November 30, 2007

- **Peter Bart honoured by the 2008 RAAM Awards which are presented annually to cinema exhibition and distribution leaders**
- **Cinema & Television Benevolent Fund to benefit from RAAM Awards**

The recipient of the 2008 RAAM International Award was announced in London today – November 30, 2007

The 2008 RAAM International Award will honour Peter Bart, vice president and editor in chief of the leading film industry publication Variety, at a gala awards dinner in London February 6, in recognition of his outstanding contributions to the film production and media. (Please refer to Editors Notes for brief bio information)

Tony Meehan, Chairman of RAAM commented;

“The award to Peter Bart is in recognition of his long and distinguished career in film production, as an author, and his editorial achievements on The Wall Street Journal, New York Times and Variety.

"During Bart's tenure as vice president for production at Paramount, he played a key role in developing such films as The Godfather; Paper Moon, Harold and Maude, True Grit and Rosemary's Baby for Paramount. As president of Lorimar Films the company produced the highly successful features, Being There and The Postman Always Rings Twice.

“His latest book BOFFO delivers an insight to many of Hollywood's business secrets which is a worldwide film industry best seller

“In the opinion of the RAAM Advisory board Mr Bart is both a worthy recipient of the award and a natural choice.”

In response to be informed of his award he said;

"It has been my great pleasure to inter-act with the film industry as both an executive and as an editor, all of which has given me both deep respect and empathy for its practitioners. I would like to think I have learned from both sectors of experience, but readily acknowledge that the executive part was far more taxing."

The awards are decided by the 11 members RAAM Advisory board; Andrew Cripps Paramount Pictures International; Robert Mitchell – The Walt Disney Company Ltd; Trevor Green – Entertainment Films; Tim Richards – Vue; Neil Marshall – Warner Bros; Steve Perrin - Rentrak; Trish Long The Walt Disney Company Ltd Ireland; Clare Binns – City Screen; David Hancock – Screen Digest; Rob Arthur and Tony Meehan RAAM Management.

The RAAM Awards are presented annually to recognise and reward achievement in the UK and Irish cinema exhibition and distribution in the following categories;

- Movie of the Year (UK & Ireland)
- Cinema of the Year – Ireland
- Cinema of the Year – UK
- Independent Movie of the Year
- Foreign Language Movie of the Year
- Cinema Circuit of the Year
- Distributor of the Year
- Film / Cinema Marketing Campaign of the Year
- Cinema Advertisement of the Year
- Independent Cinema of the Year – Ireland *
- Independent Cinema of the Year – UK *
- Best New Cinema – Ireland *
- Best New Cinema – UK *

*In addition to the main awards, 8 Awards of Excellence will be presented in these categories.

ENDS

Note to Editors

Peter Bart was educated at Swarthmore College and the London School of Economics. He spent ten years as a staff reporter for The Wall Street Journal and The New York Times before entering the motion picture industry. Bart joined Paramount Pictures in 1967 and in his eight-year tenure with the studio played a pivotal role in developing and supervising such landmark motion pictures as The Godfather, Paper Moon, Harold and Maude, True Grit and Rosemary's Baby. Departing Paramount in 1974, Bart formed an independent production company which produced, Fun With Dick and Jane and Islands in the Stream.

During his tenure as president of Lorimar Films, beginning in 1977, the company produced the highly successful features, Being There and The Postman Always Rings Twice. Subsequently, Bart served as senior vice president of MGM/UA from 1983 to 1985.



Bart joined Variety in 1989 and, as vice president and editor-in-chief of Variety, Inc., presides over the editorial content of its other flagship publications Daily Variety and Daily Variety – The Gotham Edition. Bart has written eight books – most recently “Boffo! How I Learned to Love the Blockbuster and Fear the Bomb” in 2006. He hosts the weekly AMC television program, “Sunday Morning Shootout,” with Peter Guber. Bart also served as executive producer of a documentary film for HBO which was first broadcast in June, 2006.

RAAM Management is the UK’s leading specialist cinema consultancy working in the U.K. and International markets. For further information please visit the RAAM website at ; www.raammanagement.com

Further information

Tony Meehan
Chairman
RAAM Management
Office +44 141 357 1991
Mobile +44 7768 850 855