



NEWS RELEASE

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CINEMA EXPO TO HONOUR PIERRE MOREL AS 2009 INTERNATIONAL DIRECTOR OF THE YEAR

NEW YORK - Cinema Expo International will honor Pierre Morel, director of the worldwide boxoffice sensation "Taken", as its 2009 "International Director of the Year", it was announced by Mitch Neuhauser, co-managing director of the annual convention. This honor will be bestowed upon Pierre Morel at the annual Cinema Expo Awards Banquet to be held on Wednesday, June 24th at the Amsterdam Rai Exhibition and Congress Centre. In having grossed upwards of \$250 million worldwide, "Taken" is one of the great success stories of the motion picture industry in 2009.

"It is always a thrill to be able to single out the achievements of an exciting new director, such as Pierre Morel", noted Mitch Neuhauser. "Talk about taking the world by storm. With the incredible critical and boxoffice success achieved worldwide by 'Taken', it's clear to see that Pierre Morel has a firm grip on the pulse of moviegoers worldwide. With his exciting visual style coupled with the pulse pounding take no prisoners attitude, Pierre Morel has crafted one of the great films of 2009 and it is our honor to be able to pay tribute to him at this year's convention."

French, Paris based director, Pierre Morel started his film making journey in the camera department, and soon became a camera and steadicam operator, participating in numerous TV shows, commercials and movies, frequently involved with American productions shooting in France and throughout Europe. After a few years he went on to become a director of photography, having most recently worked on the 2007 Jason Statham/Jet Li film "War". His meeting with filmmaker Luc Besson was the beginning of a regular collaboration and was a major turning point in the career of Pierre Morel. After operating camera and steadicam on "The Messenger" and on the French action-comedy "Taxi", he was the cinematographer on "The Transporter" with Jason Statham and "Unleashed" starring Jet Li and Morgan Freeman.

With Luc Besson as one of his biggest supporters, Pierre took the big leap from the world of cinematography to that of directing, when he was given the chance to helm "District B13" in 2005. The film was honored by "Time" magazine as one of the Ten Best Films of 2006. Morel then took on the directing chores of the Liam Neeson action film "Taken", one of the most successful films of the year. Both directorial efforts of Pierre Morel were produced by EuropaCorp.

Next up for Morel is "From Paris with Love", starring John Travolta and Jonathan Rhys-Meyers. The film, slated for a 2010 release, is an action film that involves a young employee in the Parisian office of the US Ambassador, who hooks up with an American spy in an effort to thwart a terrorist attack in the city. The film is produced by Virginie Besson-Silla, and is based on an original idea by Luc Besson, with a script by Adi Hasak.

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Now in its 18th year, the Cinema Expo International convention and trade show is the bridge to the pan-European cinema exhibition and distribution industry that brings more than 50 countries together to do business. The convention includes screenings of upcoming films not yet released in the region, informative seminars dealing with operating and marketing motion picture theatres, gala sponsored food functions as well as a full-scale trade show for the equipment and concessions side of the business. The Coca-Cola Company is the Official Corporate Sponsor of the convention, which runs from Monday, June 22nd to Thursday evening, June 25th. The Nielsen Film Group, a division of Nielsen Business Media, produces the convention.

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