



## NEWS RELEASE

**June 10, 2010**

### **CHRIS MELEDANDRI TO BE HONORED WITH THE 2010 "CINEMA EXPO AWARD OF ACHIEVEMENT IN ANIMATED FILMMAKING"**

NEW YORK-- Cinema Expo International will present its 2010 "Cinema Expo Award of Achievement in Animated Filmmaking" to Illumination Entertainment's CEO, Chris Meledandri, it was announced by Robert Sunshine, managing director of the annual convention. This honor will be bestowed upon Meledandri as part of the Cinema Expo Luncheon on Tuesday, June 22nd at the Amsterdam RAI Exhibition and Congress Centre.

"It is a great pleasure for Cinema Expo to be able to acknowledge and pay tribute to Chris Meledandri for his role in producing quality animated films that are enjoyed by so many," noted Robert Sunshine. "Chris' track record, both at Illumination Entertainment and at 20<sup>th</sup> Century Fox Animation, proves that he knows what makes blockbuster animated films, and we couldn't be more pleased to be able to honor him at Cinema Expo."

Chris Meledandri is the founder and CEO of Illumination Entertainment, which makes broad audience films. The independent company has an exclusive financing and distribution agreement with Universal Pictures and will release its first film, *Despicable Me*, starring Steve Carell, through the studio in July 2010.

Illumination, which will produce one to two films a year over the next five years, is currently in production on a feature film version of *Dr. Seuss' The Lorax*, which continues the successful collaboration Meledandri has had with Theodore (Dr. Seuss) Geisel's widow, Audrey. Other upcoming films include an original live-action/CG-hybrid film, *Hop*, starring Russell Brand and James Marsden and directed by *Alvin and the Chipmunks'* Tim Hill, currently in production, and the animated feature adaptation of Ricky Gervais' *Fanimals* books.

Meledandri was previously an executive at 20<sup>th</sup> Century Fox for 13 years. While there, he became founding president of 20<sup>th</sup> Century Fox Animation, which he headed for eight years, amassing more than \$2 billion in global box office revenue.

During his tenure, he helped Fox become a major player in the world of animated feature films, and in 1998 he led Fox's acquisition of fledgling visual effects/commercial house Blue Sky Studios, which he built into a successful producer of animated features. He oversaw the creative and business operations of Blue Sky, now Fox's wholly owned CGI studio. While at the studio, Meledandri supervised and/or executive produced movies including *Ice Age*, *Ice Age: The Meltdown*, *Robots*, *Alvin and the Chipmunks*, *The Simpsons Movie* and *Dr. Seuss' Horton Hears a Who!* .

Before joining Fox, Meledandri was president of Dawn Steel Pictures at Walt Disney Pictures, where he served as an executive producer of *Cool Runnings*.

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Now in its 19<sup>th</sup> 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 21st to Thursday evening, June 24<sup>th</sup>.

Cinema Expo International is the Official Convention of the International Union of Cinemas, Union Internationale des Cinémas (UNIC).

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