



NEWS RELEASE

FOR IMMEDIATE RELEASE

Tuesday, February 9, 2010

VANESSA HUDGENS AND ALEX PETTYFER NAMED SHOWEST STARS OF TOMORROW

HUDGENS AND PETTYFER TO STAR IN CBS FILMS' "BEASTLY" RELEASING JULY 2010

LOS ANGELES — Vanessa Hudgens and Alex Pettyfer, stars of the upcoming film "Beastly" will receive the ShoWest 2010 Female and Male Star of Tomorrow Awards, it was announced today by Robert Sunshine, managing director of the event, which will be held March 15-18, in Las Vegas. Hudgens and Pettyfer will be presented with the ShoWest Stars of Tomorrow Awards at ShoWest's Final Night Banquet and Award Ceremony on Thursday, March 18, at Bally's and Paris Las Vegas.

"We are delighted to be able to present two outstanding young talents with this year's Female and Male Star of Tomorrow Awards," said Sunshine. "ShoWest has had much experience honoring talent from a wide range of backgrounds and this certainly is no exception. We are very pleased to honor co-stars Vanessa Hudgens and Alex Pettyfer with the 2010 ShoWest Star of Tomorrow Awards."

Vanessa Hudgens and Alex Pettyfer star in "Beastly" an edgy teen romance about learning how to see past false surfaces to discover true inner beauty. CBS Films will release the film in July 2010.

Kyle Kingson (Alex Pettyfer) is 17 and has it all - he's hot, popular, rich and gets whatever he wants... but he also has a vicious cruel side, fueled by his obsession with the 'in crowd' and his contempt for those who don't fit in. He finally targets the wrong person: Goth girl classmate Kendra (Mary-Kate Olsen) who seeks revenge in the form of a spell that physically transforms him into someone unrecognizable - and horribly unattractive. The only way to reverse the curse is to find someone who will love him in his new form - a task he doesn't think possible. His only chance may rest in whether he can see beyond his superficial ways and find true love with an unassuming classmate (Vanessa Hudgens) who values everything he isn't. "Beastly" also stars Peter Krause (Parenthood), LisaGay Hamilton ("The Soloist") and Neil Patrick Harris (How I Met Your Mother). The film was written and directed by Daniel Barnz ("Phoebe in Wonderland"), which is based on the Alex Flinn novel of the same name. Susan Cartsonis ("No Reservations", "What Women Want") is producing through her company, Storefront Pictures, with Roz Weisberg co-producing.

Vanessa Hudgens began her career in musical theater at the age of eight with early roles in productions such as "Evita", "The Wizard of Oz" and "Cinderella." She made her feature film debut in Catherine Hardwicke's "Thirteen." Hudgens also co-starred in "Thunderbirds." She is best known, however, for her breakaway role in "High School Musical" as Gabrielle Montez, the sweet girl torn between an attraction for basketball jock Troy Bolton and the school musical auditions. Hudgens was also seen in follow ups "High School Musical 2" and "High School Musical 3: Senior Year." Hudgens starred last year in "Bandslam" and recently wrapped production on Zack Snyder's highly anticipated film "Sucker Punch"

Alex Pettyfer, a popular London actor and model, began his acting career by playing Willy Wonka in a school production of "Charlie and The Chocolate Factory." He first appeared on television in 2005 in the critically acclaimed UK mini-series "Tom Brown's Schooldays," where he starred as the title character; this led to his next role as Alex Rider in "Stormbreaker".

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2010 edition of ShoWest will be held March 15 – 18, 2010 at Bally's and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group of e5 Global Media. The Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International. e5 Global Media also produces the Film Group's sister publication, The Hollywood Reporter.

CBS Films, established in 2007, plans to produce four to six movies a year spanning all genres, with production budgets up to around \$50 million per film.

CBS Films is currently set to release: the romantic comedy "The Back-up Plan," starring Jennifer Lopez and Alex O'Loughlin, written by Kate Angelo and directed by Alan Poul, on April 23, 2010; "Beastly," starring Vanessa Hudgens and Alex Pettyfer and written and directed by Daniel Barnz, will be released July 2010. The film is based on the Alex Flinn novel of the same name. CBS Films is presently in production on the action-thriller "Faster" starring Dwayne Johnson and Billy Bob Thornton. The film is being directed by George Tillman, Jr. from a screenplay by Tony and Joe Gayton. The company's development slate includes "Consent To Kill," an action-thriller based on the Mitch Rapp character from the best-selling Vince Flynn novels; "The Station," a thriller set against the International Space Station and based on a popular Boom! Studios comic book series; an action-adventure feature adaptation of the long-running TV show "Gunsmoke"; and a remake of "My Fair Lady," based on the classic musical by Alan Jay Lerner and Frederick Loewe, which is being co-developed with Columbia Pictures. For more information, log on to www.cbsfilms.com.

###

MEDIA CONTACTS:

Heather Lewandoski
ROGERS & COWAN
310-854-8147 ph.

hlewandoski@rogersandcowan.com

Jessica Erskine
ROGERS & COWAN
310-854-8129 ph.

jerskine@rogersandcowan.com

For updates and registration information on ShoWest please visit www.showest.com