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FILMMAKER SPEEDS UP CAREER WITH FILMAKA, FORD MOTOR COMPETITION

Jonathan Newman's Winning Film Screens at this Year's LA Auto Show

Los Angeles – Nov. 17, 2008 – Filmaka (www.filmaka.com) an online global creative community and video marketplace, in conjunction with Ford Motor Company and advertising agency JWT Team Detroit, today announced Jonathan Newman as the winner of its “Mustang Stories” short film competition with his entry “Father’s Day.” Hailing from London, the talented filmmaker’s winning entry will screen during the launch of the car company’s highly anticipated 2010 Ford Mustang model at this year’s Los Angeles Auto Show. As the grand prize winner, Newman will direct a second film spotlighting the iconic vehicle.

Newman, along with 9 other competitors, vied for the highly sought after grand prize where filmmakers wrote and directed short films reflecting personal stories that were submitted to Ford over the years by devoted Mustang enthusiasts or as original stories created by the Filmaka community. Finalists received massive exposure when they introduced previews of their films during NBC’s hit drama series “Knight Rider.” All films were ultimately shown in their entirety on the www.the2010mustang.com site, but it was Newman’s charming tale of a father and son’s relationship that led to his prize.

“All films that were submitted were excellent, but Jonathan’s compelling characters and direction captured our attention,” said Caroline Pernot, Ford car communications manager. “We are thrilled to have Jonathan direct another film for the 2010 Ford Mustang. Jonathan’s film and all the other great ‘Mustang Stories’ film will be featured at Ford’s display at the Los Angeles International Auto Show.”

Sandy Grushow, president of Filmaka added, “This competition is another powerful example of how we are generating top-quality content from our talented community, while offering our filmmakers a chance to showcase their talent to a leading car company and an established advertising agency such as JWT Detroit..”

Newman first joined the Filmaka community when he participated in the FX branded entertainment competition with his film, “Sex with the Finkels.” Earning second place, Newman later went on to receive the grand prize award for the Ford Motor Company competition. Due to his extraordinary work with Filmaka, talent agency ICM signed Newman for U.S. representation.

“The overall quality of the work was genuinely astounding and I am both thrilled and honored to be recognized by such an esteemed panel of industry experts as JWT Team Detroit and Ford,” said winner Jonathan Newman. “In what is often a closed and competitive industry, Filmaka has

given me a platform to showcase my work and has created wonderful opportunities for my career,”

Nearly 400 scripts were submitted by filmmakers in 28 countries on six continents and 22 semi-finalists received the green light to produce their films. JWT Team Detroit and Ford then selected the 10 winners who are featured during the 2010 Mustang launch. Newman’s films and others can be viewed exclusively at www.the2010mustang.com. A complete list of winners can be found at www.filmaka.com.

ABOUT FILMAKA

Filmaka (www.filmaka.com) is an on-line global creative community and video marketplace, committed to inspiring, celebrating and rewarding creativity and talent by providing professional opportunities for directors and writers from all around the world. The unique mechanism is a series of competitions which are juried by entertainment and advertising industry leaders. Each month, Filmaka challenges its community to create original, professionally produced high-quality scripted and unscripted films and branded entertainment. Rewards range from cash prizes to the opportunity to create series for traditional and digital media. Filmaka will also produce at least one feature film and documentary directed by community members.

ABOUT FORD MOTOR COMPANY

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 224,000 employees and about 90 plants worldwide, the company’s core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.ford.com.