



NEWS RELEASE

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PIXAR ANIMATION STUDIOS TO RECEIVE THE SHOWEST BIG TEN AWARD

ShoWest Attendees to get Sneak Peek of Disney•Pixar's *Toy Story 3* March 16

LOS ANGELES —The ShoWest Big Ten Award will be presented to Pixar Animation Studios for their extraordinary achievement of creating ten beloved blockbusters in a row, it was announced today by Robert Sunshine, managing director of ShoWest, which will be held March 15 – 18, 2010, in Las Vegas. Pixar Animation Studios will be presented with the ShoWest Big Ten Award at ShoWest on Tuesday, March 16, at Bally's and Paris Las Vegas. Disney•Pixar will also screen *Toy Story 3* for ShoWest attendees on Tuesday, March 16.

"Since bringing the first-ever computer-animated feature film to moviegoing audiences with 1995's *Toy Story*, Pixar Animation Studios has continued to thrill audiences with outstanding stories on film that have captivated people of all ages all over the world, bringing us such memorable characters as Woody, Buzz, Nemo, Remy and WALL•E just to name a few," noted Sunshine. "It is with great pleasure that we present Pixar Animation Studios the ShoWest Big Ten Award."

Hitting U.S. theaters on June 18, 2010, Disney•Pixar's *Toy Story 3*, is a comical new adventure in Disney Digital 3D™. Buzz, Woody and the rest of the toys are troubled by their uncertain future as Andy prepares to leave for college. When the toys unexpectedly land in a room full of untamed tots who can't wait to get their sticky little fingers on them, it's pandemonium as they try to stay together, ensuring no toy gets left behind. *Toy Story 3* is directed by Lee Unkrich, produced by Darla K. Anderson, and brings back the familiar voices of Tom Hanks as Woody and Tim Allen as Buzz Lightyear.

Pixar Animation Studios, a wholly-owned subsidiary of The Walt Disney Company, is an Academy Award®-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation.

Creator of some of the most successful and beloved animated films of all time, including *Toy Story*, *Finding Nemo*, *The Incredibles*, *Cars*, *Ratatouille*, *WALL•E* and most recently, *Up*. The Northern California studio has won 21 Academy Awards® and its ten films have grossed more than \$5.5 billion at the worldwide box office to date. The next film release from Disney•Pixar is *Toy Story 3* (June 18, 2010).

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.

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MEDIA CONTACTS:

Heather Lewandoski
ROGERS & COWAN
310-854-8147 ph.
hlewandoski@rogersandcowan.com

Jessica Erskine
ROGERS & COWAN
310-854-8129 ph.
jerskine@rogersandcowan.com

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