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Campus MovieFest announces top films at CMF México Grand Finale

(MEXICO CITY, MEXICO) – October 15, 2010 – Campus MovieFest (CMF), the world’s largest student film festival, showcased the top 17 films from over 150 submitted films from across Mexico at a red carpet celebration at Cinépolis Universidad in Mexico City. CMF awarded Best Comedy, Best Drama, Best Picture, and several Golden Tripod Awards. During two months of movie-making leading up to the events, over 2,000 students on participating teams received Apple MacBooks, Panasonic HD camcorders, and training to create short movies in a week all for free.

“We’re amazed at the standing-room only turnout this year at the CMF México Grand Finale, as we saw an unprecedented level of excitement from students for CMF’s first moviemaking events in México,” said David Roemer, co-founder of CMF. “It was an incredible evening and we can’t wait to help showcase these movies at our International Grand Finale in Hollywood as well as worldwide.”

The CMF Best Picture Award went to “Voy” from Universidad Iberoamericana. The team that created the movie, Team Kamikaze, received an Apple MacBook, iPad, Final Cut Studio editing software, and a trip for two to the CMF International Grand Finale, as well as a prize pack including Cinépolis Cine Cards, Lemon Films DVDs, and internship opportunities with Lemon Films.

The winner of Best Drama was “World of My Own”, created by team MIXTI from ITESM - Campus Monterrey, and the winner of Best Comedy was “Vida Congelada”, created by team MUV from ITESM - Campus Ciudad de México. Both teams received an Apple MacBook, iPad, Final Cut Studio, and a prize pack including Cinépolis Cine Cards, Lemon Films DVDs, and internship opportunities with Lemon Films. Special thanks to Lemon Films for generous prize support.

The evening was hosted by José María Torre, with special presenters including Alejandro Lozano, Alexis Fridman, Fernando Llanos, Ximena Ayala, Hector Jimenez, and Max Villegas.

The winning films from the CMF México Grand Finale advance to the International Grand Finale in Hollywood, CA, in June 2011, where they will compete with films from across the globe.

About Campus MovieFest

CMF began ten years ago when four students at Emory University provided fellow students with everything they needed to make movies in one week. Since then, more than 350,000 students have told their stories on the big screen, receiving all the necessary technology and training for free thanks to corporate partners and schools. Past winners have walked away with over \$2,000,000 in prizes and seen their films on the big screens at CMF events nationwide, at the prestigious Cannes Film Festival, and on millions of smaller screens – including on mobile phones, in-flight on Virgin America, and online.

For more information about Campus MovieFest or to see the best CMF movies, visit <http://www.campusmoviefest.com>

ABOUT CINÉPOLIS

Cinépolis is the largest motion picture exhibitor in Mexico and Latin America and the fourth largest motion picture exhibitor in the world with 253 theaters operating in 9 countries: Mexico, Costa Rica, El Salvador, Guatemala, Panama, Colombia, Peru, India, and Brazil. Cinépolis is a Mexican company with more than 39 years of trajectory, focused on being the best option in entertainment, strengthening its international leadership in the film industry, providing happiness, innovation, and a stellar service. Cinépolis' footprint includes 2,378 screens and 450,162 seats.

Ten years ago, Cinépolis launched the first luxury cinema concept in Latin America, known as Cinépolis VIP. Today, in addition to top-quality projection and sound, Cinépolis VIP offers clients a relaxing and plush screening-room experience, gourmet food and drink with waiter service, reclining leather seats with footrests, and the convenience of advance ticket purchase and seat selection, at a price point that makes it an affordable luxury. Cinépolis VIP is present in 5 countries, with 34 cinemas and 133 Screens; 30 cinemas are in México.