

BANFF WORLD TELEVISION FESTIVAL AND NEW YORK TELEVISION FESTIVAL PARTNER IN THE “TV FESTIVAL PASSPORT PROGRAM”

International TV fests partner in an exchange program uniting independent TV creators and showcasing their work

[BANFF, AB, June. 11, 2008] – The Banff World Television Festival (BWTVF) today announced that it has joined with the New York Television Festival (NYTVF) as part of the TV Festival PassPort Program. This unique artist exchange program, launched in 2007 by the NYTVF, provides up-and-coming independent TV creators and producers from Canada with free Artist Passes to the 2008 NYTVF and the ability to screen their work at the fest in New York. In exchange, members of the 2008 NYTVF Fellowship program will be welcomed at the 2009 Banff World Television Festival and have the opportunity to screen their work for attendees at the Canadian fest. The Banff World Television Festival is the third international television festival to join the PassPort program, following the MediaGuardian Edinburgh International Television Festival and the Rio de Janeiro International Television Festival.

“We are thrilled to announce this partnership with the New York Television Festival,” says Jennifer Harkness, BANFF Executive Director. “We are excited to work with them on this new initiative that will help further our mandate to provide new opportunities for our Canadian talent.”

“The New York Television Festival is honored to be working with the Banff World Television Festival,” said NYTVF founder Terence Gray. “Banff has a tremendous reputation for celebrating innovation in television, and the TV Festival PassPort Program offers a great opportunity for top independent TV creators in the U.S. and abroad to gain exposure for their work internationally.”

As part of the TV Festival PassPort Program, a number of stand-out Canadian TV creators who are participating in a BWTVF Master Class series will be eligible to receive free Artist Passes to the 2008 NYTVF and have their projects presented to New York audiences.

As part of the exchange, the four pilot-makers named to the 2008 NYTVF Fellowship program will receive the opportunity to screen their pilots at the BWTVF in 2009. Launched in 2007, the NYTVF Fellowship Program pairs talented pilot-makers from the NYTVF Independent Pilot Competition in mentorships with established TV producers. Television industry veterans Michael Davies, Tom Fontana, Mitchell Hurwitz, and Phil Rosenthal participated in the inaugural year of the program. The TV Festival PassPort Program is an attempt to establish and help promote a global community of independent television and video content creators.

The NYTVF is supported by Signature Sponsors MSN, Xbox and Procter & Gamble Productions. TV Guide and the William Morris Agency are Official Supporting Sponsors. Official Network Sponsors for the 2007 NYTVF include NBC Universal, FOX, ABC, A&E, Bravo and E!. The NYTVF works in conjunction with the Mayor's Office of New York City.

For more information on the NYTVF, please visit www.newyorktelevisionfestival.com.

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About the New York Television Festival

The NYTVF was founded in 2005 as the industry's first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.

About the Banff World Television Festival

The Banff World Television Festival is a not-for-profit event produced by Achilles Media Ltd., an international events management company serving the television and digital media industries. Achilles Media Ltd. events include: History Makers: International Summit of History & Current Affairs Producers, nextMEDIA events, Canadian Innovation Exchange (CIX) and NATPE Mobile++. For more information, visit <http://www.achillesmedia.com>. The Banff World Television Festival takes place June 8-11 amid the spectacular Canadian Rockies at the Fairmont Banff Springs in Alberta, Canada. To register, please visit www.banff2008.com