

Lexus Collaborates with The Weinstein Company to Produce Lexus Short Films Premiering in Early 2013

November 28, 2012

TORRANCE, Calif., Nov. 28, 2012 –The Weinstein Company (TWC) announced today the launch of its collaboration with Lexus to produce five short films for a film series entitled “*Life is Amazing.*” This global series will feature filmmakers from the United States, Europe, Asia Pacific, China, and Japan. The filmmakers will be selected jointly by Harvey Weinstein and The Weinstein Company COO David Glasser, in conjunction with the global team at Lexus International. The directors will be chosen based on their previous work to create a new short film, three to six minutes in length. Through these films Lexus will demonstrate the powerful ability to be moved by innovative, dynamic story-telling that challenges the imagination and reinforces that life is an amazing experience.

Said Weinstein about the partnership: “We couldn’t be more delighted to be working together with Lexus on this endeavor. They have always been pioneers in the auto industry with new and inventive ideas, and this project is no exception to that way of thinking. We are thrilled to be able to showcase these new filmmakers to the world. “

The Weinstein Company is the perfect partner for Lexus with its unparalleled pedigree of high quality and award-winning films and television shows. Their passionate commitment to developing up-and-coming filmmakers and telling unique stories made this the ideal collaboration for us as we enter a new and dynamic chapter for the brand.

As part of this partnership, Lexus has been named “Official Automobile Partner” for The Weinstein Company.

TWC Co-Chairman Harvey Weinstein will utilize a Lexus vehicle while on the road as his mobile office. Lexus’ luxury, comfort, and technological innovation provide the perfect vehicle for a busy executive on the go. Lexus will partner with TWC on premieres, film festivals, VIP screenings and awards related events throughout the year. This is the first deal of its kind for Lexus.

Lexus recently embarked on the next chapter in its history best expressed through the striking new design language that is now rolling out across the product range. Amazing design and innovation combined with industry leading customer care provide a more progressive approach to luxury car ownership. Beyond the actual in-vehicle experience, Lexus wants to inspire and surprise consumers every time they experience the brand.

The first presentation of the shorts will take place at a reception in Los Angeles in February with the world premiere of two of the short films. The entire series will be shown in Spring 2013. Following the premiere screenings, the shorts will be available online.

Lexus selected the short film format as it represents a key expression of the future in cinematography. Each film will be developed by an individual director chosen from among the best up-and-coming talents in the industry. Each director will represent a different part of the world, as well as a different genre of filmmaking. Through these films, Lexus will demonstrate the powerful ability to be moved by innovative, dynamic story-telling that

challenges the imagination and reinforces that life is an amazing experience.

The Lexus Short Films series will premiere in early 2013. In the meantime, the films' progress and production can be followed through www.lexusshortfilms.com beginning Wednesday, Nov. 28.

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