



AT&T NAMED NEW PRESENTING SPONSOR OF TRIBECA FILM FESTIVAL®

***Free Day of Screenings, Increased Integration of Technology and Innovation
to Serve as Pillars of Partnership***

Festival's Thirteenth Edition to Take Place April 16-27, 2014

New York, NY [Aug. 5, 2013] – The Tribeca Film Festival (TFF) and AT&T today announced a new multi-year deal naming AT&T as Presenting Sponsor of the annual festival. The international event □ co-founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff □ also announced the dates of the 13th annual festival, April 16-27, 2014, and the deadlines for submissions, which are detailed below. Now in its second decade, TFF celebrates global filmmakers – from American independent voices, to established directors from Hollywood and around the world – and explores the technology and trends that represent the future of storytelling.

“AT&T has incredible passion for innovation, culture and community – the same values that have driven the Tribeca Film Festival since the beginning,” said Rosenthal, co-founder, Tribeca Film Festival. “Our sponsors provide critical support and enhance the Festival experience for filmmakers, the community, artists and industry, and this collaboration with AT&T will allow us to bring new experiences to audiences and forge new connections between consumers and filmmakers. New York and the downtown community have always been at the core of the Festival and we are delighted to have the support of such a terrific corporate citizen so deeply committed to our city and storytellers.”

In celebration of the new sponsorship, which commences with the Festival's 2014 edition, AT&T will present a variety of public programs, including a new initiative in which AT&T will host a day of free screenings for the public. AT&T will also sponsor one of the Festival's pillar community events, the Tribeca Drive-In® series, which welcomes thousands of visitors each year to free outdoor screenings of new movies and beloved classics on the Hudson River. Additionally, AT&T will infuse innovation throughout the 11-day run, including the development of a new app, the expansion of the Festival's hackathon and the enhancement of the Tribeca Disruptive Innovation Awards, which honor idea makers who break the mold to change the world.

AT&T's relationship with Tribeca began in 2011 as the lead sponsor of the Tribeca Film Institute's Youth Screening Series and annual benefit and continued as a signature sponsorship of the 2013 Festival. AT&T's new agreement with TFF complements a wide range of existing New York City-focused initiatives in which AT&T is engaged to contribute to communities across the five boroughs, elevate the experiences of New Yorkers through the power of technology and support the cultural vibrancy of New York. American Express, which has been TFF's Presenting Sponsor since the festival's founding, will return as a signature sponsor for 2014.

“The Tribeca Film Festival has become one of New York's most iconic annual events thanks to the vision of its creators, whose passion for both film and the vibrancy of New York City are unmatched. We are so excited to take on the role of presenting sponsor and to marry AT&T's innovation and technology leadership with the wonderful creativity and imagination of Tribeca's storytellers,” said Cathy Coughlin,

AT&T Senior Executive Vice President and Global Marketing Officer, AT&T Inc. “We will make this the most interactive film festival in the country, where visitors not only watch movies, but experience them in ways they never imagined.”

“Our relationship with AT&T reflects a shared commitment to New York and the cultural community,” said Robert De Niro, co-founder, Tribeca Film Festival. “We’re very grateful for their support of Tribeca.”

TFF’s programming team, led by Chief Creative Officer Geoffrey Gilmore, Artistic Director Frédéric Boyer, Director of Programming Genna Terranova, Programmer Cara Cusumano and Shorts Programmer Sharon Badal, announced a call for submissions for narrative and documentary features and short film entries.

Deadlines to submit U.S. and international films for the 2014 Tribeca Film Festival are as follows:

- Sept. 16 – SUBMISSIONS OPEN
- Oct. 18 – EARLY DEADLINE: FEATURES, SHORTS AND TRANSMEDIA PROJECTS
- Nov. 29 – OFFICIAL DEADLINE, ALL FEATURES, SHORTS AND TRANSMEDIA PROJECTS
- Dec. 27 – LATE DEADLINE, AVAILABLE ONLY TO FEATURE LENGTH FILMS COMPLETED AFTER OFFICIAL DEADLINE

Starting Sept. 16, submission forms and complete information regarding eligibility for the 2014 Tribeca Film Festival will be available at www.tribecafilm.com/festival. Questions regarding submissions may be directed to entries@tribecafilmfestival.org or by calling 212-941-2305.

About the Tribeca Film Festival:

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,500 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4.5 million attendees and has generated an estimated \$850 million in economic activity for New York City.

About AT&T

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PRESS CONTACTS:

For Tribeca:

Anna Dinces

VP, Rubenstein Communications
(212) 843-9253, adinces@rubenstein.com

Tahra Grant

Senior Account Executive, Rubenstein Communications
(212) 843-8022, tgrant@rubenstein.com

Tammie Rosen

VP of Communications, Tribeca Enterprises
(212) 941-2003, trosen@tribecaenterprises.com

For AT&T:

Kerri Lyon

Senior Vice President, SKDKnickerbocker
917.348 2191, KLyon@skdknick.com

EDITOR NOTE:

To download a still of a marquee with TFF 2014 dates click here: <http://tribecafilm.com/press-center/festival/stills>

Vidoe footage for broadcast use with from past festivals can be accessed here: <http://we.tl/Ghl3wXWRfw>