



For Immediate Release

***MARVEL'S THE AVENGERS TO CLOSE 2012 TRIBECA FILM FESTIVAL
ON APRIL 28***

Local Heroes Invited as Special Guests

Epic Action-Adventure Directed by Joss Whedon Stars Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner and Tom Hiddleston, with Stellan Skarsgård and Samuel L. Jackson as Nick Fury

New York, NY – March 28, 2011 – The Tribeca Film Festival (TFF), presented by American Express, announced today that *Marvel's The Avengers*, presented by Marvel Studios in association with Paramount Pictures, will close its 11th edition on Saturday, April 28. Closing night will take place at Tribeca BMCC PAC and is sponsored by BOMBAY SAPPHIRE® Gin.

Honoring the spirit of the Tribeca Film Festival, the screening will allow the opportunity for *Marvel's The Avengers* to celebrate everyday heroes from police agencies, fire departments, first responders and various branches of the U.S. military. These local heroes will have an opportunity to attend the screening and meet the cast.

Marvel Studios' producer Kevin Feige says, "We are proud that *Marvel's The Avengers* is the closing film of this year's Tribeca Film Festival and we are excited to welcome local heroes to the screening as special guests. We all know and love our iconic Super Heroes, but when it really counts, it's our real-life heroes who save the world every day by making it a better place for all of us."

Starring Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner and Tom Hiddleston, with Stellan Skarsgård and Samuel L. Jackson as Nick Fury, and directed by Joss Whedon, *Marvel's The Avengers* is an engaging, character-driven story packed with action, adventure and special effects. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back from the brink of disaster. Spanning the globe, a daring recruitment effort begins to assemble the iconic Marvel Super Heroes Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. *Marvel's The Avengers* is based on the ever-popular Marvel comic book series "The Avengers," first published in 1963 and a comics institution ever since.

"*Marvel's The Avengers* is an exciting ride that absolutely transports audiences," said Jane Rosenthal, Co-Founder of the Tribeca Film Festival. "It is the perfect way to end our 11th Festival."

Comments director Joss Whedon, "Showing at Tribeca is both an honor and a double homecoming for me, who grew up in Manhattan, and for the movie, which wrapped production there. I'm thoroughly psyched to be closing the festival with our intimate little think-piece."

"*Marvel's The Avengers*" is produced by Marvel Studios' Producer Kevin Feige and executive

produced by Alan Fine, Jon Favreau, Stan Lee, Louis D'Esposito, Patricia Whitcher, Victoria Alonso and Jeremy Latcham. The story is by Zak Penn and Joss Whedon, and the screenplay is by Joss Whedon. The film releases May 4, 2012, and is distributed by Walt Disney Studios Motion Pictures.

The 11th annual Tribeca Film Festival will take place from April 18-29, 2012.

Visit www.tribecafilm.com/festival for more information about TFF's 2012 programs and the full line-up of films.

About Marvel's The Avengers

Marvel Studios presents "Marvel's The Avengers"—the Super Hero team up of a lifetime, featuring iconic Marvel Super Heroes Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back from the brink of disaster. Spanning the globe, a daring recruitment effort begins.

Starring Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner and Tom Hiddleston, with Stellan Skarsgård and Samuel L. Jackson as Nick Fury, directed by Joss Whedon, from a story by Zak Penn and Joss Whedon with screenplay by Joss Whedon, "Marvel's The Avengers" is based on the ever-popular Marvel comic book series "The Avengers," first published in 1963 and a comics institution ever since. Prepare yourself for an exciting event movie, packed with action and spectacular special effects, when "Marvel's The Avengers" assemble in summer 2012.

"Marvel's The Avengers" is presented by Marvel Studios in association with Paramount Pictures. The film is being produced by Marvel Studios' Producer Kevin Feige and executive produced by Alan Fine, Jon Favreau, Stan Lee, Louis D'Esposito, Patricia Whitcher, Victoria Alonso and Jeremy Latcham. The film releases May 4, 2012, and is distributed by Walt Disney Studios Motion Pictures.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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 1,300 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 3.7 million attendees and has generated an estimated \$725 million in economic activity for New York City.

About the 2012 Festival Sponsors:

As Founding Sponsor of the Tribeca Film Festival, American Express is committed to supporting the Festival and the art of filmmaking, bringing business and energy to New York City and offering Cardmembers and festivalgoers the opportunity to enjoy the best of storytelling through film.

The Tribeca Film Festival is pleased to announce the return of its Signature Sponsors: Accenture, Alfred

P. Sloan Foundation, Apple, Bloomberg, Borough of Manhattan Community College (BMCC), Brookfield, Cadillac, Caesars Atlantic City, Doha Film Institute, ESPN, Heineken USA, JetBlue, Lower Manhattan Development Corporation and the U.S. Department of Housing and Urban Development, Magnum® Ice Cream, NBC 4 New York, NCM Media Networks, New York Nonstop, Stolichnaya Vodka, The New York Times, Time Warner Cable. The Festival is also honored to welcome the following new Signature Sponsors: BOMBAY SAPPHIRE® Gin, Conrad Hotels & Resorts and Hilton Hotels & Resorts, Focus Forward - a partnership between GE and CINELAN, and OppenheimerFunds.

Tickets for the 2012 Festival:

Advance selection ticket packages and passes are on sale. All advance selection packages and passes can be purchased online at www.tribecafilm.com/festival, or by telephone at (646) 502-5296 or toll free at (866) 941-FEST (3378).

Single ticket and discounted ticket package sales begin Tuesday, April 10 for American Express Cardmembers, Sunday, April 15 for downtown residents and Monday, April 16 for the general public. Single tickets can be purchased online, by telephone, or at one of the Ticket Outlets, with locations at Tribeca Cinemas at 54 Varick Street, Chelsea Clearview Cinemas at 260 W. 23rd Street, and AMC Loews Village VII at 66 3rd Avenue. The 2012 Festival will continue offering ticket discounts for evening and weekend screenings for students, seniors and select downtown Manhattan residents. Discounted tickets are available at Ticket Outlet locations only. Discounted ticket packages can only be purchased online and by phone. Additional information and further details on the Festival can be found at www.tribecafilm.com.

About BOMBAY SAPPHIRE®

BOMBAY SAPPHIRE is the fastest-growing premium gin in the world and the world's number-one premium gin by value. BOMBAY SAPPHIRE is created with a unique combination of ten hand-selected botanicals, sourced from around the globe. The brand's global essence and signature vapor infusion process impart a refined and perfectly balanced taste, versatile enough for both classic cocktails and exotic recipes. Infused with Imagination, BOMBAY SAPPHIRE is a symbol of the exploration of worldly and sophisticated lifestyles. For more information, please explore www.bombaysapphire.com.

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