

**From: Tribeca Enterprises**

Contact:

Tammie Rosen – 212.941.2003, [trosen@tribecaenterprises.com](mailto:trosen@tribecaenterprises.com)

Anna Dinces – 212.843.9253, [adinces@rubenstein.com](mailto:adinces@rubenstein.com)

---

**FOR IMMEDIATE RELEASE**

**PAULA WEINSTEIN TO JOIN TRIBECA ENTERPRISES  
AS EXECUTIVE VICE PRESIDENT**

New York, NY (February 4, 2013) –Tribeca Enterprises CEO and co-founder, Jane Rosenthal announced today that **Paula Weinstein**, a veteran film producer, has been named Executive Vice President. Weinstein will develop and oversee the company’s international partnerships, manage studio relations for the Tribeca Film Festival and Doha Tribeca Film Festival, and work closely with Chief Creative Officer Geoff Gilmore on the Tribeca Film Festival. She will be based in New York City and Los Angeles.

Weinstein will continue to oversee her production slate at Spring Creek Productions, a company she founded in 1990 that has produced over 30 theatrical, independent and television films, including *The Perfect Storm*, *Blood Diamond*, *Analyze This*, *The Fabulous Baker Boys* and Emmy-winning HBO titles *Truman* and *Recount*. She previously held several studio production positions, including at Warner Bros, 20<sup>th</sup> Century Fox, and, finally, United Artists, where she served as President. Weinstein began her career as an assistant film editor in New York City and later served as Special Events Director for Mayor John Lindsay, where she brought cultural productions and street festivals to communities across the city. She has received numerous honors during her career, including the National Urban League Award, the Bill of Rights Award and the Crystal Award for Women in Film. She has served on the boards of the NAACP Legal Defense Fund, the ACLU and currently serves on the National Finance Committee for President Obama.

“Paula is a talented producer and a long-time associate, and it is my pleasure to welcome her to the Tribeca family,” said Tribeca Enterprises co-founder Jane Rosenthal. “As we continue to grow in our second decade and explore new opportunities as producers and content creators both at home and around the world, I know Paula’s leadership and experience will be invaluable.”

“I couldn’t be more excited to join Tribeca. I’ve been a long time champion of the Tribeca brand and have followed its evolution from the first Festival to its presence around the world,” said Weinstein. “In a fast-changing industry, Jane and Bob have continued to create innovative ways for filmmakers to reach audiences and I am thrilled to take on this new role while continuing to oversee the Spring Creek slate.

The 12th annual Tribeca Film Festival will be held April 17-28, 2013, in New York City.

**About Tribeca Enterprises**

Tribeca Enterprises is a diversified global media company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, the company currently operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, Tribeca Cinemas and Tribeca Film, a distribution label. It also has a strategic partnership with the Tribeca Flashpoint Media Arts Academy. The company’s mission is to provide artists with unique platforms to expand the audience for their works and to broaden the access point for consumers to experience independent film and media.