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MOFILM GIVES FILMMAKERS THE CHANCE TO SHINE WITH THE STARS AT

THE TIMES BFI 53rd LONDON FILM FESTIVAL

Global Mega Brands Support MOFILM 'Make an Ad' Competition for the London Film Festival

LONDON, UNITED KINGDOM, August 13, 2009—MOFILM, a pioneer of User Generated Content (UGC), has announced it is to be a Main Sponsor of The Times BFI 53rd London Film Festival taking place from 14-29 October 2009.

Following the success of the MOFILM Cannes Lions User Generated Content (UGC) competition with Spike Lee, MOFILM is launching its second online competition with some of the world's biggest brands including AT&T, Best Buy, Campbell's, Hewlett Packard, McDonald's, Nokia, PepsiCo (Pepsi Max) and Unilever (OMO).

Each brand will provide a creative brief on the MOFILM website (<http://www.mofilm.com>) for a limited period. Entrants will create a 90 second advertisement based on the creative brief and upload it to the MOFILM website before the closing date. The competition is open to anyone over the age of 16, with awards and prizes to be selected by a brand representatives and a distinguished group of independent judges.

Andy Baker, CEO of MOFILM said "We are thrilled to be working with the London Film Festival and so many exciting brands to provide this global showcase for ordinary filmmakers and the MOFILM community. It's fantastic that London, one of the most prestigious international film festivals in the world, is supporting emerging talent in this way."

MOFILM and its partners are offering more than \$200,000 in prizes and an opportunity to "walk the red carpet" with celebrities and leaders in the film community at the London Film Festival. The overall winning advertisement will also be played prior to the MOFILM Gala at the Festival.

Michael Mendenhall, Senior Vice President and Chief Marketing Officer at HP, one of the participating brands, said "We are pleased to be working with MOFILM again after an exciting run at the Cannes Lions Advertising Festival. The London Film Festival provides consumers and the global creative community an unprecedented platform for expression in a world where the tools for creating content have never been more accessible."

The London Film Festival competition follows on from the highly successful "MOFILM U12 Competition" at the Cannes Lions Advertising Festival, with Spike Lee, which saw creators from more than 120 countries compete for top prizes and a chance to be on set with Spike Lee during his next project. First time ad maker, Hiroki Ono, a 23-year-old from Yokohama, Japan took the Grand Prize with his winning video for Nokia, "Feel the Globe."

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The MOFILM competition opens today and closes October 5, 2009 at Noon GMT. Brand winners will be announced on October 12 and the top three finalists selected on October 20 at the Festival. All brand winners will be flown to London to experience the 53rd Times London Film Festival, with the grand prize winner walking the red carpet at the MOFILM Gala. For complete competition rules and to enter, please visit MOFILM at www.mofilm.com.

About MOFILM

MOFILM is a pioneer in sourcing user-generated content for TV, online and mobile channels around the world as well as 'made for mobile' content. MOFILM distributes content to more than fifty countries and works with major film festivals and film schools to showcase the use of new media including mobile and the Internet. For more information visit <http://www.mofilm.com>.

MOFILM supporters include Accenture, providing the video hosting technology; the GSM Association, with mobile marketing expertise; Hill & Knowlton, providing PR and social media expertise and The Marketing 50 executive network.

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