



Paris, May 6, 2010

## **PRESS RELEASE**

*Shyama Friedenson has been appointed Executive Vice President of International Marketing at STUDIOCANAL. She will be based in Paris and report directly to Rodolphe Buet, Head of International Distribution. Friedenson will oversee the marketing of STUDIOCANAL International productions and acquisitions. She will work directly with marketing counterparts at Optimum Releasing in the UK and Kinowelt in Germany to develop international marketing strategies. Additionally, she will direct the creative marketing, publicity and distribution campaigns for STUDIOCANAL's international sales team. Upcoming films include The Tourist, The Last Exorcism, Brighton Rock, The Princess Of Montpensier, and the 3D animated feature Sammy's Big Adventure (formerly known as Around The World in 50 Years).*

*Most recently, Friedenson was Senior Vice President of International Marketing at Paramount Vantage, where she oversaw the world wide launch of Martin Scorsese's Shutter Island at the 2010 Berlin Film Festival. She also worked with Paramount Pictures International and third party distributors on Vantage titles including Academy Award nominee, Revolutionary Road, Academy Award winner No Country for Old Men, The Crazies, Capitalism: A Love Story and Son of Rambow.*

*Before joining Paramount, she was at Lionsgate for eight years, where she served as head of International Marketing and developed international creative materials and strategy on over 100 films including Academy Award nominee Hotel Rwanda, Academy Award winner Monster's Ball, Academy Award nominee Amores Perros, War, Crank, Academy Award nominee 3:10 to Yuma, Secretary, and the multi-million dollar SAW franchise.*

*Shyama Friedenson has an MA in Integrated Marketing with over fifteen years of collective marketing and entertainment marketing experience as well as a proven track record of success on a diverse slate of over 150 feature films that have garnered 28 Academy Award® nominations with 8 wins, 23 Golden Globe nominations with 5 wins and 31 BAFTA nominations with 6 wins.*

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