



SXSW Film Conference and Festival

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WEB EMBARGO UNTIL 4:01AM PST / 7:01AM EST ON 3/3/10

ROBERT RODRIGUEZ PRESENTS SPECIAL FIRST LOOK AT *PREDATORS* AT SXSW RODRIGUEZ, DIRECTOR NIMRÓD ANTAL, TO APPEAR AT MARCH 12 EVENT ALSO ANNOUNCED, WORLD PREMIERE OF *13*

Austin, Texas – March 3, 2010 – The South by Southwest (SXSW) Film Conference and Festival has announced Austin-based filmmaker Robert Rodriguez and director Nimród Antal will present a “First Look” at their upcoming motion picture *Predators*, at SXSW on March 12, 2010. SXSW also announced the world premiere of Géla Babluani’s *13*, the previously announced Super Secret TBA as part of the SX Fantastic midnight section. The 2010 event will take place March 12 – March 20, 2010.

The special presentation of *Predators* will take place at the Alamo Ritz Theater in downtown Austin, at 10:15pm. Doors open at 9:45pm, and the special event is only open to SXSW Badge-holders on a first-come, first-served basis. An audience Q&A follows the unveiling. SXSW Badges are still available for purchase at www.sxsw.com/attend.

A bold new chapter in the Predator universe, *Predators* was shot on location under Rodriguez’s creative auspices at the filmmaker’s Austin-based Troublemaker Studios, and is directed by Nimród Antal. The film stars Adrien Brody as Royce, a mercenary who reluctantly leads a group of elite warriors who come to realize they’ve been brought together on an alien planet... as prey. With the exception of a disgraced physician, they are all cold-blooded killers – mercenaries, Yakuza, convicts, death squad members – human “predators” that are now being systemically hunted and eliminated by a new breed of alien Predators. In addition to Adrien Brody, the film stars Topher Grace, Alice Braga, and Laurence Fishburne. Co-starring are Walton Goggins, Danny Trejo, Oleg Taktarov and Mahershalalhashbaz Ali.

Predators was written by Alex Litvak & Mike Finch based upon characters created by Jim Thomas & John Thomas. The producers are Robert Rodriguez and Elizabeth Avellán. Twentieth Century Fox releases *Predators* in theaters everywhere July 9, 2010.

Commented Robert Rodriguez: “My director Nimród Antal and I are excited to bring this first look at *Predators* to Austin’s SXSW Film Festival, an event that’s become vital to the filmmaking scene. Austin is my home and I’m proud that *Predators* was conceived and filmed here.”

Said Film Conference & Festival Producer Janet Pierson: “Robert Rodriguez and Troublemaker Studios are a continued fountain of filmmaking creativity and innovation here in Austin, TX. We couldn’t be more proud to present the unveiling of *Predators* at our 2010 event.”

Additionally, SXSW has revealed the identity of the Super Secret TBA in its SX Fantastic section – the anticipated world premiere of Géla Babluani’s *13* will take place at Midnight on Saturday, March 13 at the Alamo South Lamar Theater.

13, a remake of the 2005 French film *13 Tzameti*, also directed by Babluani, stars Jason Statham, Mickey Rourke, Ben Gazzara, and Alexander Skarsgard. The thriller follows the story of Vince, who unwittingly becomes involved in a degenerate, clandestine world of mental chaos behind closed doors.

2010 marks the second year of the SX Fantastic section, a series of mind-bending international midnight films at SXSW programmed by Tim League, founder of the Austin-based Fantastic Fest. This year features a diverse slate of five action, thriller, sci-fi and just plain fantastic films from all corners of the world. For more information on the SX Fantastic section, as well as the rest of the Festival program, visit www.sxsw.com/film.

Over the course of nine days, the 2010 Festival will host a total of 134 features, including 64 world premieres, and will open with the world premiere of *Kick-Ass*, directed by Matthew Vaughn and starring Aaron Johnson, Chloë Grace Moretz, Christopher Mintz-Plasse and Nicolas Cage. SXSW will also host more than 80 Film Conference panels, which will take place Friday, March 12 – Tuesday, March 16. For the complete program of films and panels, as well as schedule information, visit <http://my.sxsw.com>.

About South by Southwest Film Conference & Festival

The SXSW Film Conference and Festival is a uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers lucrative networking opportunities and immersion into the art and business of the rapidly evolving world of independent film.

Over the first five days, the Film Conference buzzes as world-class speakers, creative minds, and notable mentors tackle the latest filmmaking trends amidst the unmatched social atmosphere of the SXSW experience. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, with a truly diverse program ranging from provocative documentaries to subversive Hollywood comedies. For more information, visit www.sxsw.com/film.

About Fox Filmed Entertainment

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International, and Twentieth Century Fox Animation.

About Fantastic Fest

SX Fantastic is programmed by Fantastic Fest, which is the largest genre film festival in the U.S., specializing in horror, fantasy, sci-fi, action and just plain fantastic movies from all around the world. In years past, they have presented the world premieres of *There Will Be Blood*, *Apocalypto*, *City of Ember* and *Eagle Eye*, while the guest roster has included such talent as Mel Gibson, Bill Murray, Dolph Lundgren, Jemaine Clement, Paul Rudd, Bill Pullman, Paul Thomas Anderson, Kevin Smith, Jon Favreau, George Romero, Darren Aronofsky and Mike Judge. The Festival also features world, national and regional premieres of new, up-and-coming genre films. Fantastic Fest is held each year at the Paramount Theater and the Alamo Drafthouse Cinema on South Lamar in Austin, Texas. The Alamo Drafthouse was named the best cinema in America by Entertainment Weekly and features food and drink served to your seat without any disruption of the movie experience.

2010 SXSW Festival Sponsors

SXSW Film Conference and Festival is sponsored by Miller Lite, Chevrolet, ZonePerfect Nutrition Bars, AOL, IFC, Monster Energy, Pepsi, SoBe and The Austin Chronicle.

Press Credentials

We are no longer accepting applications for 2010 press credentials. If you have any questions, please email film@sxsw.com. Walk-up requests will not be granted.

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