



SXSW Film Conference and Festival

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2010 SXSW FILM FESTIVAL TO HIGHLIGHT WHITE STRIPES DOCUMENTARY

Austin, Texas -- January 19, 2010 – Earlier today, the South by Southwest (SXSW) Film Conference and Festival announced it will host the US premiere of *The White Stripes, Under Great White Northern Lights*, directed by Emmett Malloy. The South by Southwest Film Conference and Festival runs March 12 – 20, 2010 in Austin, Texas.

Under Great White Northern Lights is a visual and emotional feature length film documenting The White Stripes making their way through Canada and culminating with their 10th anniversary show in Nova Scotia. The film documents the band playing shows all over Canada; from local bowling alleys, to city buses, and onward to the legendary Savoy Theater for the 10th Anniversary show. A show that turned out to be the longest show the band had ever done on stage together.

The SXSW premiere will set the stage for the enigmatic duo's first-ever official live album release on March 16, featuring 16 songs on both vinyl and CD, as well as the film. These two incredible pieces are a unique documentation of that journey, providing a fascinating look into the on and off stage lives of one of the world's most enigmatic bands.

Other premieres already announced for the 2010 event include, Opening Night's *Kick-Ass* (directed by Matthew Vaughn), documentary features *Hubble 3D* (on IMAX, directed by Toni Myers), *Lemmy* (directed by Greg Olliver and Wes Orshoski) and *SATURDAY NIGHT* (directed by James Franco), as well as narrative features *Cold Weather* (directed by Aaron Katz) and *Elektra Luxx* (directed by Sebastian Gutierrez). The complete festival lineup will be announced in on February 4, 2010.

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.

2010 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.

PLEASE NOTE: Media registration for SXSW Film is now open and credential procedures have changed since 2009. To apply for a credential, go to www.sxsw.com/press. Press credential requests must be submitted by Friday, February 19, 2010. Walk-up requests will not be granted.

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