



**FOR IMMEDIATE RELEASE**

**"STAND UP TO CANCER" SPOTS SHOT ON  
PANAVISION GENESIS CAMERA SYSTEMS**

**Star-Studded Promotional Campaign Shot by Renowned Director David  
Fincher, and DPs Bill Pope and Jeff Cronenweth**

Friday, September 5, 2008—Woodland Hills, Calif. — Two star-studded productions supporting the "Stand Up To Cancer" national fundraising event, simultaneously broadcast on CBS, NBC and ABC tonight (8/5), were created with the assistance of Panavision, Inc., which made Panavision's Genesis® Digital Camera Systems available for both productions.

Shot digitally and set for release on television and in motion picture theaters, the spots were directed by acclaimed feature film director David Fincher and lensed in various New York City and Los Angeles locations by cinematographers Bill Pope, ASC or Jeff Cronenweth, ASC.

The first a public service announcement titled "Standing Up To Cancer," features appearances by Christy Turlington Burns, Susan Sarandon, New York City Mayor Michael Bloomberg, Keanu Reeves, Christina Ricci, Casey Affleck, Tilda Swinton, Sidney Poitier, Morgan Freeman, Lance Armstrong, Tobey Maguire, Jodie Foster, Itzhak Perlman, Elle Fanning and Tony Hawk.

The second, "Manifesto," the opening segment of tonight's televised event, features Edward Norton, Adriana Barazza, Christina Ricci, Jodie Foster, Casey Affleck, Itzhak Perlman, Sidney Poitier, Balthazar Getty, Topher Grace and Elle Fanning.

Both pieces also feature faces from the community at large.

Fincher's directorial efforts include major box office productions such as "Zodiac," "Panic Room," "Se7en," and "The Fight Club." Pope is best known for his

work as cinematographer on “Spiderman 2” and “Spiderman 3,” as well as all three “Enter The Matrix” films. Recent pictures by Cronenweth include “Down with Love,” “K19: The Widowmaker” and “One Hour Photo.”

“Panavision is pleased to be part of this precedent-setting national event,” said Bob Beitcher, Panavision President and CEO. “The campaign, which focuses on one of the most crucial health issues of our time, features the participation of many celebrities from the arts and public sectors. We are pleased that all three cinema artists—David Fincher, Bill Pope and Jeff Cronenweth—used the Genesis system to create images that brought home the message of this important event”

Working with the top experts in cancer research, “Stand Up To Cancer” is forging a new way to develop breakthroughs that will end cancer. The organization is putting together the best and the brightest minds in cancer research, and building interdisciplinary “Dream Teams” of scientists, clinicians, technicians and other experts to focus on a specific cancer problem. Funds are being administered by the American Association for Cancer Research, the largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research.

### **About the company**

Founded in 1954, Panavision Inc. is a leading designer and manufacturer of high-precision camera systems, comprising of film and digital cameras, lenses and accessories for the motion picture and television industries. Panavision systems are rented through its domestic and international owned and operated facilities and distributor network. Panavision also supplies lighting, grip and crane equipment for use by motion picture and television productions.

### **For more information contact:**

Skip Ferderber  
Panavision Inc. (Electronic Media Relations)  
Skip Ferderber & Associates  
Tel: 425-315-1724  
skip.ferderber@skipf1.com

Suzanne Lezotte  
Director of Public Relations  
Panavision Inc.  
Tel: 818-427-0116  
Suzanne\_lezotte@panavision.com