



NEWS RELEASE

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AMANDA SEYFRIED NAMED SHOWEST BREAKTHROUGH FEMALE STAR OF THE YEAR

SEYFRIED STARS IN SUMMIT ENTERTAINMENT'S *LETTERS TO JULIET* TO BE RELEASED ON MAY 14, 2010

LOS ANGELES — ShoWest has named **Amanda Seyfried** ShoWest Breakthrough Female Star of the Year, it was announced today by Robert Sunshine, managing director of the event, which will be held March 15-18, 2010, in Las Vegas. Seyfried will be presented with the ShoWest Breakthrough Female Star of the Year Award at ShoWest's Final Night Banquet and Award Ceremony on Thursday, March 18, at Bally's and Paris Las Vegas.

"The diversity in the characters Seyfried has portrayed and the strength of her performances – from the airhead in *Mean Girls* to the singing dreamer in *Mamma Mia* - have quickly made her a hot young film actress in recent years," said Sunshine. "This year, her performances in *Dear John* and the upcoming *Letters to Juliet*, further showcase the range and power of her skills and have rightfully earned her the ShoWest Breakthrough Female Star of the Year award. We look forward to what more she will offer audiences and are honored to present her with this award."

Opening on May 14, 2010, Seyfried stars in Summit Entertainment's *Letters To Juliet* as a young American who travels to the city of Verona, home of the star-crossed lover Juliet Capulet of *Romeo and Juliet* fame. Upon arrival she joins a group of volunteers who respond to letters to Juliet seeking advice about love. After answering a letter dated 1957, she inspires its author to travel to Italy in search of her long-lost love which sets off a chain of events that will bring a love into both of their lives unlike anything they ever imagined. *Letters To Juliet* also stars Christopher Egan, Gael Garcia Bernal, Vanessa Redgrave and Franco Nero.

Seyfried broke onto the big screen with her role as a ditsy "plastic" mean girl in 2004's *Mean Girls*, which enjoyed both box office success as well as a mass cult following. In 2006, she began her role as the daughter of a polygamist father and his first wife on the hit HBO drama "Big Love." as well as landing a starring role opposite Meryl Streep in the movie musical set to the songs of ABBA, *Mamma Mia!*. Seyfried is currently starring on the silver screen with Channing Tatum in the box office hit *Dear John* and can be seen, later this month, opposite Liam Neeson and Julianne Moore in the Sony Pictures Classic release *Chloe*, opening March 26.

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2010 edition of ShoWest will be held March 15 – 18, 2010 at Bally's and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group of e5 Global Media. The Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International. e5 Global Media also produces the Film Group's sister publication, The Hollywood Reporter.

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