

ICG 48th ANNUAL PUBLICISTS AWARDS

7755 Sunset Boulevard, Los Angeles, CA 90046

FOR IMMEDIATE RELEASE

Contact: Tim Menke/ 310-369-1944

JOHN LASSETER TO RECEIVE MOTION PICTURE SHOWMANSHIP AWARD AT ICG PUBLICISTS AWARDS LUNCHEON

SYLVESTER STALLONE TO RECEIVE LIFETIME ACHIEVEMENT AWARD!

LOS ANGELES, CA. Dec. 9, 2010 – John Lasseter, Chief Creative Officer of Walt Disney and Pixar Animation Studios and Principal Creative Advisor, Walt Disney Imagineering, will be honored with the Motion Picture Showmanship Award and Sylvester Stallone will receive the Lifetime Achievement Award at the ICG 48th Annual Publicists Awards Luncheon on Friday, February 25, at the Beverly Hilton Hotel.

A two-time Academy Award[®]-winning director, Lasseter is a pioneer in the modern digital era of feature film animation. Beginning his career at Disney in the parks and then as an animator, Lasseter directed such beloved films as “Toy Story” and “Toy Story 2,” “A Bug’s Life,” “Cars” and next year’s “Cars 2.” Creatively overseeing all films from Walt Disney and Pixar Animation Studios, his executive producing credits include “Ratatouille,” “WALL•E,” “Up,” “The Princess and the Frog,” “Toy Story 3” and “Tangled,” among many others.

“John has an incredible appreciation of the crucial role that publicity and marketing play in the success of movies,” said Henri Bollinger, Publicists Awards Committee Chairman. “As helmer of some of the most successful and talked about films of our time, John has demonstrated a nuanced understanding of public relations and the impact it can have on a film’s place within popular culture.”

Sylvester Stallone, filmmaker-screenwriter-actor whose latest movie, “The Expendables,” is one of this year’s major box office hits, will receive the Lifetime Achievement Award. He will be recognized for an extraordinary body of work, which includes roles that have become brands in their own right, from Rocky Balboa to Rambo. “Sly has made such an indelible mark on cultures across the globe that people in different parts of the world consider him to be their own,” said Bollinger. “An indication of the impact a character he created has made on American culture is that a statue of Rocky Balboa was placed at the foot of the now-famous steps of the Philadelphia Art Museum.”

Other awards to be presented are the Television Showmanship Award; the Press Award; the International Media Award; the Maxwell Weinberg Awards, which recognize outstanding accomplishment in the field of publicity; the Les Mason Award, given to a publicist for lifetime achievement; the Excellence in Still Photography Award; and the Bob Yeager Award, which recognizes significant community service.

#