

FOR IMMEDIATE RELEASE

CONTACT: Lauren Incerpi, lincerpi@alliedim.com (323) 330-8860

**> INFINITY
FILM
FESTIVAL
BEVERLY HILLS**

INFINITY FILM FESTIVAL'S PROGRAMMING ON FRIDAY, NOVEMBER 2ND INCLUDES A VIP SCREENING OF "DR. SEUSS' THE GRINCH" IN 3D, FROM ILLUMINATION AND UNIVERSAL PICTURES AND A SPECIAL EVENT FOR WOODY HARRELSON'S DIRECTORIAL DEBUT "LOST IN LONDON"

Second Day of Programming Boasts First of its Kind "Hollywood on the Blockchain" Summit and Special Screening Events

Beverly Hills, CA—October 25, 2018 —The inaugural Infinity Film Festival (IFF), continues on Friday, November 2nd with a full second day of programming spread across Laemmle Music Hall, RealD Theater, The Paley Center For Media and Writers Guild Theater. The Infinity Film Festival features can't miss screenings, keynotes and exhibitions from November 1-4.

The most influential leaders from the Media, Entertainment & Blockchain industries will take over the Writers Guild Theater for a full day of panels and discussions about the impact of blockchain technology on Hollywood. "Hollywood on the Blockchain" will discuss new revenue models, innovative promotional and marketing tactics already in use, and it will illustrate how blockchain technology is creating new markets throughout the entertainment and technology industries.

"Whether you were one of the early investors in Bitcoin, or you are just looking for a basic understanding of what access to these new markets can do for your company or studio, our lineup for blockchain programming is a 'who's who' of leaders and innovators in the media and technology categories," said IFF Founder & CEO, Nick Urbom.

Festivalgoers will also be encouraged to get into the holiday spirit at the RealD Theater with a special VIP screening of *Dr. Seuss' The Grinch* in 3D. For their eighth fully animated feature, Illumination and Universal Pictures present *The Grinch*, based on Dr. Seuss' beloved holiday classic. *The Grinch* tells the story of a cynical grump who goes on a mission to steal Christmas, only to have his heart changed by a young girl's

generous holiday spirit. Funny, heartwarming and visually stunning, it tells a universal story about the redemptive power of kindness and the true spirit of Christmas. *The Grinch* stars Benedict Cumberbatch, Rashida Jones and Kenan Thompson, with Angela Lansbury and Pharrell Williams. Guests at the Paley Center for Media will be treated to a special event for Woody Harrelson's film "Lost in London." "Lost in London" is a 2017 autobiographical comedy written and directed by Woody Harrelson about one of the worst nights of his life. Starring Harrelson, Willie Nelson, and Owen Wilson, "Lost in London" was shot in real time with a single camera and was screened live in select theatres on 19 January 2017. It is the first time a film was shot live and broadcast live into theatres. The Lost in London team was recognized by the UK Production Guild and won the award for Best Production team.

For "Hollywood on the Blockchain" lineup and more information (including a complete schedule) visit <https://www.infinityfilmfestival.com/blockchain/>.

About Infinity Film Festival

Infinity Film Festival in Beverly Hills celebrates story advanced by technology and invites participants to experience unique moments in time in the entertainment capital of the world. Festival blockchain integrations will be providing responsive, transparent and clear value exchanges between innovators, creators, fans and brands. Programming has an emerging-technology focus, with events bringing together creative, business and tech icons from Hollywood, Silicon Valley and Silicon Beach. The festival is inspired by the seemingly infinite possibilities currently being realized in content and technology. The event's venues include the Paley Center for Media, the Writers Guild Theater, Laemmle's Music Hall and RealD Theater.

#