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**For Immediate Release**

**BMWFILMS.COM UNVEILS DVD COLLECTION OF  
THE AWARD-WINNING SERIES THE HIRE  
AT THE CANNES FILM FESTIVAL**

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**bmwfilms.com Executive To Participate In DVD Panel Discussion at Variety  
Village**

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**All Eight Films In Series Included**

Woodcliff Lake, NJ ---- bmwfilms.com will unveil the DVD collection of its award-winning Internet short-film series The Hire at The Palais des Festival during the Cannes Film Festival. The DVD collection includes all eight films in the series.

The Hire series, which debuted at the Cannes Film Festival in 2001, revolves around one intriguing central character known as The Driver played by British acting sensation Clive Owen ("The Bourne Identity," "Gosford Park," and "Croupier.") Each film brings together Hollywood elite -- top-name directors such as John Frankenheimer, Guy Ritchie and Joe Carnahan combined with remarkable casts including Madonna, James Brown and Gary Oldman.

"The Hire series has received such a tremendous response from consumers and critics that it was inevitable that we produce a DVD of the collection," said Wayne Schulte, Media Communications Manager for bmwfilms.com. "The Hire was an unprecedented example of media convergence and we are delighted to premiere the DVD collection at the Cannes Film Festival, the same legendary place where bmwfilms.com entertainment debuted."

On Wednesday, May 21<sup>st</sup>, Wayne Schulte will participate in the DVD panel "Building A Film Franchise," to be held at Variety Village from 3:00 – 4:30pm. Variety's Home Entertainment Editor, Scott Hettrick, will moderate the panel. Mr. Schulte will be among top industry experts discussing how the evolving DVD market extends properties into worldwide franchises. The panel features executives from film production, directors and distribution.

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The eight films on the DVD include:

**Ambush**, directed by John Frankenheimer was the first dramatic film in the series. On a dark freeway, a van swerves close to the Driver and the door slides open. From inside, masked gunmen threaten to fire unless the Driver stops and surrenders his passenger (Tomas Milian), a seemingly harmless man they accuse of smuggling diamonds. It's a simple choice: do or die.

**Chosen**, directed by Ang Lee is a stunning mystery where the Driver meets a ship carrying an eight-year-old Tibetan boy at a dark, deserted New York shipyard. But he's not the only one waiting. The director's son, Mason Lee, co-stars.

**The Follow**, directed by Wong Kar-Wai showcases his ability to play heart against the mind. In this drama, the cunning tactics of trailing another car quickly evolve into a mystery rife with deceit, as the Driver is hired to follow a woman accused of cheating on her famous husband. The film co-stars Mickey Rourke and Adriana Lima.

**Star**, directed by Guy Ritchie stars Madonna. The Driver faces perhaps his most perplexing challenge: coming face-to-face with a hugely talented and successful rock star. But beneath her beauty lies a problem — she always gets what she wants. The two characters face-off in a battle of power against power.

**Powder Keg**, directed by Alejandro González Iñárritu. Soldiers, fingers on triggers, patrol a coup-ravaged city in South America. Their mission: find a photojournalist who has snapped a picture certain to enrage the world against their leader. The Driver is the photographer's only hope of getting him and his film beyond the fiercely guarded border.

**Hostage**, directed by John Woo, is a taut action-thriller. The Driver is hired to deliver ransom money for a distinguished C.E.O. (Kathryn Morris) who's been kidnapped. When the exchange goes awry and the kidnapper (Maury Chaykin) provides a phone number instead of the hostage, the Driver must race against time to find her before her cell phone battery -- and her air supply -- runs out.

**Ticker**, directed by Joe Carnahan, is full of political espionage, dramatic tension, and emotional suspense. The film is a tense thriller involving the delivery of a mysterious brief case. The Driver becomes the contingency plan for a foreign dignitary (F. Murray Abraham) and a government agent (Don Cheadle) as a team of secret service agents (Ray Liotta, Robert Patrick and Dennis Haysbert) awaits the arrival of the ticking case.

**Beat the Devil**, directed by Tony Scott is a dark comedy which finds the Driver hired to chauffeur a famous rock star (James Brown) to a meeting with a man we're led to believe is the devil (Gary Oldman). The rock star once sold his soul in exchange for fame and fortune, and now, in his twilight years, wants to renegotiate. The devil won't budge, and instead, challenges the star and the Driver to a drag race. Rocker Marilyn Manson adds an edgy note to this already soulful short.

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### **About bmwfilms.com**

Hailed by critics across the country as "groundbreaking," with a "cinema connoisseur's dream team of directors," The Hire Internet film series received international acclaim when it premiered in 2001 with original short films directed by five of Hollywood's most noted directors. The series continues to receive accolades.

### **BMW Group In America**

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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