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***PREMIERE* MAGAZINE BRINGS THE *PREMIERE* FILM & MUSIC LOUNGE
TO A NEW LOCATION IN PARK CITY, UTAH DURING
THE SUNDANCE FILM FESTIVAL ON JANUARY 20-23**

NEW YORK, N.Y., December 20, 2005 –America's movie magazine, *Premiere*, will once again open the doors of its *Premiere* Film & Music Lounge in Park City, Utah at a new location from January 20-23 during the Sundance Film Festival in partnership with LIVEstyle Entertainment. This year's Lounge will take place at the Claim Jumper Hotel & Ringo Bar located at 573 Main Street.

The *Premiere* Lounge, the ultimate destination venue for celebrities and entertainment, will be the site of many high-profile events during the Festival, including the opening events and parties for "A Guide to Recognizing Your Saints" and the third annual Benderspink/Thrive Records party featuring a live DJ performance by Tommy Lee. During the day, the Lounge will host press junkets for films premiering at the Festival and panel discussions.

"We are thrilled to bring The *Premiere* Lounge back to Park City, Utah for the third year during the Sundance Film Festival, the most important annual event for independent filmmaking. This impactful branded entertainment experience brings *Premiere's* access and influence to life for our advertising partners and sponsors," said Paul Turcotte, Vice President and Publisher, *Premiere* magazine.

"Bringing the *Premiere* Film & Music Lounge to an indoor, two-level venue offers a whole new canvas to present our events and sponsor initiatives this year. The change of location allows us to create new experiences and provides exactly what we need to cement the Lounge's reputation," said David Manning, Managing Partner, LIVEstyle Entertainment.

Sponsors who will bring exciting brand-related experiences and product offerings to the *Premiere* Lounge include: Bebe, Biotherm Skincare and Makeup, Cuervo & Ginger cocktails, consisting of Jose Cuervo Especial with Ginger Ale, returns as the official drink of the *Premiere* Lounge, HALElite Hair Styling Tools, HUMMER, Loews Cineplex Entertainment, Monster Energy Drink, NYC's CAIN Nightclub, who will operate the lower lounge, Screenvision, Stella Artois and The Hollywood Reporter. Loews will also hand out free VIP annual movie passes to celebrity guests and gift cards for free popcorn. Additionally this year is a new initiative, entitled the "Quaker Steel-cut Oatmeal Power Breakfast", where Hollywood's dealmakers will be invited to the *Premiere* Lounge to find both the next big film deal from the Festival as well as a healthy breakfast.

LIVEstyle Entertainment is a New York City based lifestyle marketing and expert event production company. LIVEstyle specializes in engineering non-traditional brand communication solutions within music, film, fashion and sports for its clients. More information about LIVEstyle Entertainment can be found at www.livestylent.com <<http://www.livestylent.com>>.

Premiere, the movie magazine, is part of a global network that includes editions published in France, Spain, Portugal, Poland, Czech Republic, and Korea. *Premiere* covers the style, spirit and soul of Hollywood and offers unparalleled access to Hollywood's A-list as well as part of the art and commerce of the film industry. *Premiere* is published by Hachette Filipacchi Media U.S., Inc. (HFM U.S.), the New York-headquartered subsidiary of Hachette Filipacchi Médias, the world's largest magazine publisher, a division of Lagardère SCA.

This event is not affiliated, associated or part of the Sundance Institute or its official Sundance Film Festival program.

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