

For Immediate Release

**FOCUS FORWARD – SHORT FILMS, BIG IDEAS TO PREMIERE
FIRST FIVE FILMS AT THE 2012 SUNDANCE FILM FESTIVAL**

DAY-AND-DATE ONLINE DISTRIBUTION VIA VIMEO ON JANUARY 24, 2012

New York, N.Y. (January 19, 2012)— **GE, CINELAN** and **Vimeo** announced today the global day-and-date premiere of the first five three-minute films in the **FOCUS FORWARD - Short Films, Big Ideas** initiative, which will be presented at the 2012 Sundance Film Festival. The films will make their world premiere on **Tuesday, January 24, at 12pm EST** on vimeo.com/focusforwardfilms and at a special screening beginning **6pm MST at the Holiday Village 1 in Park City**. The FOCUS FORWARD films will also be paired with features in the U.S. Documentary Competition and World Cinema Documentary Competition sections at Sundance. FOCUS FORWARD - *Short Films, Big Ideas* is a series of 3-minute nonfiction films about the incredible human power of ideas and invention.

The first five films in the series are:

MEET MR. TOILET (Dir. Jessica Yu, 2012) – Oscar-winning filmmaker Jessica Yu (“In the Realms of the Unreal”) introduces us to Jack Sim, AKA Mr. Toilet, who uses unorthodox methods as he travels the globe raising awareness about the lack of sanitation in underdeveloped countries.

HILARY’S STRAWS (Dir. Phil Cox, 2012) – UK director Phil Cox (“The Bengali Detective”) unveils a moving mini-portrait of Hilary Lister, a quadriplegic champion sailor whose metal-and-circuit-board navigational tool, invented with friends, led her to conquer the oceans of the world.

THE LANDFILL (Dir. Jessica Edwards and Gary Hustwit, 2012) – Training their eye on a facility in Delaware County, New York, Edwards and Hustwit (“Helvetica”) challenge the way we look at landfills, not as an ever-growing problem, but as a possible source of renewable energy.

HEART STOP BEATING (Dir. Jeremiah Zagar, 2012) - Jeremiah Zagar (“In a Dream”) tells the story of Billy Cohn and Bud Frazier, two visionary doctors from the Texas Heart Institute who in March 2011 successfully replaced a dying man’s heart with a “continuous flow” device they developed, proving that life was possible without a pulse or a heart beat.

NEWTOWN CREEK DIGESTER EGGS: THE ART OF HUMAN WASTE (Dir. David W. Leitner, 2012) – Cinematographer/filmmaker David W. Leitner (“Trembling Before G-d”) looks at the unusual marriage of form and function at the jaw-droppingly beautiful Newtown Creek Wastewater Treatment Plant in Brooklyn, New York.

Following the Sundance Film Festival, additional FOCUS FORWARD: *Short Films, Big Ideas* films will continue to screen at numerous film festivals around the globe through relationships with festivals including the Berlinale Talent Campus, Tribeca Film Festival, and International Documentary Film Festival Amsterdam (IDFA), among others.

-- END --

About FOCUS FORWARD: *Short Films, Big Ideas*

GE and CINELAN, the leading publisher of three-minute non-fiction films, have partnered to create a new series of short nonfiction films focused on the incredible human power of ideas and invention. The effort, led by CINELAN co-founders **Morgan Spurlock** and **Karol Martesko-Fenster**, and head of special projects **Douglas Dicconson**, is working with Oscar- and award-winning documentary filmmakers, including **Joe Berlinger**, **Lixin Fan**, **Liz Garbus**, **Alex Gibney**, **Phil Cox**, **Barbara Kopple**, **Nelson George**, and **Jessica Yu**, to produce **30 three-minute films** that will be featured at prestigious film festivals globally, followed by day-and-date distribution online to millions of viewers. These films will be telling the stories of visionaries such as scientists, engineers, economists, mathematicians, physicists, financiers, and in some cases everyday folks who have facilitated human progress or reshaped our world by their efforts and inventions. Without production oversight of the films, GE aims to have the program provide authentic, enjoyable content, aligned with its own mission to viewers globally. For more information, visit www.focusforwardfilms.com.

About GE

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imagining. Doing. GE works. For more information, visit the company's website at www.ge.com.

About Vimeo

Leading video sharing site Vimeo® provides the easiest way for people to host and share their videos in high quality. The site provides great privacy features and inspiring videos from a vibrant, respectful community of creative users who care about how and where they show their work. Launched in 2004 and headquartered in New York, NY, Vimeo offers users a video sharing experience that is both entertaining and easy to use. Vimeo is a 2010 & 2009 Time Magazine Top 50 Website. Vimeo, LLC is a subsidiary of IAC (NASDAQ: IACI). For more information, visit www.vimeo.com.

About CINELAN

CINELAN, led by CEO and co-founder David Laks, is a filmmaker-driven video publisher dedicated to delivering new audiences and opportunities to documentary filmmakers. CINELAN's contributors include co-founder Morgan Spurlock and award-winning directors including, Steve James, Ross Kauffman, Floyd Webb, and Marilyn Agrelo. For more information, visit www.cinelan.com.

###

CINELAN Media Contact:

Shannon Treusch / Janice Roland / Steve Beeman
Falco Ink
(212) 445-7100
250 West 49th Street, Suite 704
New York, NY 10019
shanntreusch@falcoink.com
Mobile: 917-225-7093
janiceroland@falcoink.com
Mobile: 917-743-2486
stevenmbeeman@falcoink.com
Mobile: 917-854-8700