



**Just For Laughs Film Event presents
Reitman on Reitman: In Conversation at the Just Comedy Conference
July 17, 2008 at the Just For Laughs Festival - Montreal, Canada**

Montreal (April 23, 2008) – Keeping the business of funny all in the family, father and son feature film-making duo and comedic giants, Ivan Reitman and Jason Reitman, will be In Conversation – unbridled and uncensored at the inaugural Just For Laughs industry conference, **Just Comedy 2008**, an Achilles Media and Just For Laughs event.

Reitman-on-Reitman: In Conversation features the two filmmakers interviewing each other and sharing anecdotes about their experiences in the Industry. “We are very honored to have a father-and-son duo which has been, and will continue to be, a major force in the filmmaking world, at our Festival this summer” said *Bruce Hills, COO Just For Laughs*. “This is a dream pairing for us because Jason screened four short movies at Just For Laughs before getting the attention of Hollywood, and Ivan was tributed here in 1996 when he was given the Roots of Canadian Comedy award, and he has been an influential player in comedy filmmaking for 40 years and counting.”

In addition to the In Conversation event, Jason Reitman will also present a Master Class on filmmaking on July 18.

The Reitmans’ appearance at an Industry conference such as Just Comedy offers filmmakers and comedy-makers a rare chance to see and talk business with two generations of producer/directors who have worked in the film industry in two very different eras. The conference, which will take place *July 17 - 18, 2008 at the Hyatt Regency in Montreal, Canada*, will be the most significant gathering of key players in comedy including feature film, television, digital media, mobile, and live shows. Just Comedy provides an annual gathering place for the comedy industry and it brings the world to Montreal, giving the Canadian comedy industry a chance to do business on an international platform. Though the conference will coincide with the annual Just For Laughs comedy festival and Comedia, the Just For Laughs Film Event, it will have a strong business-to-business focus specifically tailored to create countless networking opportunities and foster a forum for the exchange of ideas through panel discussions, master classes, addresses and cocktails.

“The business of funny is big business. A conference gathering leaders in the genre is an idea whose time has come. The response by the industry has been tremendous and we are expecting a strong turn out for the event,” said *Deborah Day, Executive Producer of Just Comedy*.

About Ivan Reitman

Ivan Reitman’s career path from a stage and TV producer, whose first feature film, *Foxy Lady*, debuted in 1971, to Hollywood’s prolific comedy producer/director, whose numerous credits include such hits as *Meatballs*, *Ghostbusters*, *National Lampoon’s Animal House*, *Stripes*, *Twins*, *Kindergarten Cop*, *Road Trip*, *Old School* and *My Super Ex-Girlfriend*. Until John Hughes’ “Home Alone” (1990) unseated it, Reitman’s supernatural spoof “Ghostbusters” was the highest grossing comedy in movie history. In 1997, the same year he received a star on Hollywood’s Walk of Fame, Reitman produced Howard Stern’s “Private Parts,” an autobiographical story of his rise to shock jock success, based on his bestselling novel. In 1998, he entered into a five-year partnership with Thomas Pollock and PolyGram Filmed Entertainment to form a production company.

About Jason Reitman

Montreal-born Jason Reitman grew up around such funny men as Bill Murray and Dan Aykroyd, and spent his childhood on film sets, including those of some of his father's films. Jason Reitman made his feature debut as writer-director of "Thank You For Smoking" (2005), an adaptation of Christopher Buckley's novel about a spin-doctor lobbyist for the tobacco industry, which was nominated for two Golden Globe Awards, including Best Motion Picture. Success accompanied his second feature, "Juno" (2007), a black comedy about a whip-smart teen (Ellen Page) dealing with a sudden and unwanted pregnancy. Reitman's film – written by first-timer Diablo Cody – was almost universally hailed by critics, who bestowed "Juno" with numerous critics' awards. It was nominated for four Oscars, including Best Director for Reitman, Best Motion Picture, Best Actress and Best Writing and was also nominated for three Golden Globe awards and four Independent Spirit awards. Reitman is producing "Jennifer's Body" starring Megan Fox and Amanda Seyfried. The film, written by Academy Award winner Diablo Cody, is currently shooting in Vancouver.

About Achilles Media Ltd.

Achilles Media Ltd. is an international events management company serving the television and digital media industries. Achilles Media Ltd. events include: Banff World Television Festival, History Makers: International Summit of History & Current Affairs Producers, nextMEDIA Events, Canadian Innovation Exchange (CIX) and NATPE Mobile++. For more information, go to <http://www.achillesmedia.com>.

About Just For Laughs

Just For Laughs is active in many areas of entertainment production including festivals in Montreal, Toronto, France and Chicago (2009); television shows in over 125 countries and over 95 airlines, theatre, touring and personal management offices in North America and Europe.

Its inaugural festival 25 years ago is now the world's largest and most prestigious comedy event welcoming over 2 million people each summer. During its 25 years, the Montreal Festival has featured some of the top comics in the world, including Jerry Seinfeld, Dave Chappelle, Chris Rock, John Cleese and Jon Stewart and each year draws over 1,000 industry executives to Montreal for what is considered the hottest breeding ground for new talent.

About the Just For Laughs Film Event

This film extravaganza showcases the world's largest selection of comedy shorts, Hollywood and International film premieres, and a series of star-studded special events.

For the past 11 years, the Just For Laughs Film Event has presented a prestigious selection of international, independent, and Hollywood comedies, and has welcomed an impressive list of celebrities including Rowan Atkinson, Marlon Wayans, Rob Corddry, Denis Leary, Laurence Fishburne, Chris Rock, Eric Idle, and Kids in the Hall. The Just For Laughs Film Event also screens over 125 short films, each year, from 16 countries making it the largest comedic short film event in the World.

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Just For Laughs

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