

FOR IMMEDIATE RELEASE

RETURN OF THE SHORTSNONSTOP MOBILE MOVIE FESTIVAL PROVIDES FILMMAKERS AN OPPORTUNITY TO WIN FOUR YEARLY CASH PRIZES OF \$1500

TORONTO, May 26, 2008 — iThentic and The Canadian Film Centre's Worldwide Short Film Festival announced today the renewal of the **SHORTSNONSTOP Mobile Movie Festival**, presented by TELUS. SHORTSNONSTOP which can be viewed at www.shortsnonstop.com is now officially accepting short film submissions for the July 15th submission deadline and will award a cash prize of \$1,500 to the best entry each quarter throughout the year. SHORTSNONSTOP submissions must be under 3 minutes running time in English or no dialog, and may be from any country of origin.

"We are delighted with the first year of SHORTSNONSTOP and our first winners have all been showcased on TELUS' wireless, ADSL and TELUS TV Video-On-Demand. This online festival is a natural extension of the Worldwide Short Film Festival and another way for us to present short filmmaking talent from around the globe," commented Eileen Arandiga, CFC Worldwide Short Film Festival director and SHORTSNONSTOP Jury member.

SHORTSNONSTOP is hosted and managed by iThentic, an online and mobile video content company based in Toronto and New York City. "We have been very impressed by the quality of submissions to SHORTSNONSTOP in its first year of operation," said Catherine Tait, CEO of iThentic. "Audiences will have the opportunity to see these winning films on the big screen at the Worldwide Short Film Festival taking place in Toronto June 10 – 15th."

The winners of the first year of SHORTSNONSTOP are:

August 5th Winner: *THE RED KITE* by Peter Lacalamita, Canada
October 5th Winner: *MOONSTRUCK* by Peter Lacalamita, Canada
February 5th Winner: *GRIMOIRE* by Devin Lim, Canada
April 15th Winner: *WALKER STALKER* by Keith Claxton, England

The next submission deadline is July 15th. All submissions can be viewed on **SHORTSNONSTOP.com** as well as a select few that will be streamed on iThentic.com and distributed through its network of partners.

About CFC Worldwide Short Film Festival

Now in its 14th year, the CFC Worldwide Short Film Festival is the leading venue for the exhibition and promotion of short film in North America and is one of the premier short film festivals in the world. Taking place from June 10 to 15, 2008, the WSFF will present 268films from more than 30 countries. Each 90 minute screening features a selection of themed shorts that showcase the most innovative films being made today. A competitive festival, the CFC Worldwide Short Film Festival presents the finest short films from Canada and around the world and features an industry marketplace and symposium.

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About iThentic

iThentic is an online and mobile video content company dedicated to bringing the best in independently produced video online and wireless platforms. iThentic's video content is available for viewing at its website, www.ithentic.com, as well as through its mobile carriage arrangements with Rogers Wireless and Telus in Canada and through Cellfish (www.cellfish.com) in the US. Creators interested in uploading their video clips and mobisodes to iThentic can do so directly at www.ithentic.com.

About CFC

CFC celebrates 20 years of launching Canada's most creative ideas and voices in film, television and new media to the world. As Canada's largest institution for advanced training in film, television and new media, CFC proudly has more than 1000 alumni working in Canada and abroad. A leader in the rapidly changing entertainment landscape, CFC is committed to promoting and investing in Canada's diverse talent and during this anniversary year will launch new programs that will continue to bring inspiring storytellers to the world. For more information please visit: www.cfccreates.com

About TELUS

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$8.9 billion of annual revenue and 10.9 million customer connections including 5.3 million wireless subscribers, 4.5 million wireline network access lines and 1.1 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. Committed to being Canada's premier corporate citizen, we give where we live. Since 2000, TELUS and our team members have contributed more than \$91 million to charitable and non-profit organizations and volunteered more than 1.7 million hours of service to local communities. Eight TELUS Community Boards across Canada lead our local philanthropic initiatives. For more information about TELUS, please visit telus.com.

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