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**Film Independent's Spirit Awards Commits to Cleaner Air and Smaller Carbon Footprint  
By Choosing Low Emissions, Eco Optimized<sup>™</sup> Luxury Sedan Service**

*Presenters to Arrive in "Bladed" Eco Optimized Luxury Sedans, Equipped to Reduce  
CO<sub>2</sub> Emissions and Toxic Particulate Material Air Pollution - America's New Silent Killer*

**SANTA MONICA, CA (February 17, 2009)** – On Saturday, February 21<sup>st</sup>, celebrities and leading independent filmmakers will walk the red carpet knowing that they are breathing cleaner, less toxic air at this year's Film Independent's Spirit Awards. Show organizers have selected Los Angeles' first and only Eco Optimized<sup>™</sup> Luxury transportation service company, [Exclusive Sedan](#), to be the official chauffeured transportation provider for show presenters and attendees.

Show presenters will be arriving in Lincoln Town Car Sedans, provided by Exclusive Sedan and equipped with breakthrough emissions reduction technology, Blade. [Sabertec](#)'s Blade is designed to reduce CO<sub>2</sub> emissions and toxic particulate material (microscopic particles of unburned gasoline) emissions that are linked to a host of health effects and even death. The new technology is providing cleaner, less toxic air around the red carpet by reducing the amount of pollutants emitted from the Sedans' tailpipes.

"We are thrilled to be able to offer show presenters and attendees the option to ride in style while making a smaller impact on the environment and our local air quality," said Shawn Davis, co-producer of Film Independent's Spirit Awards. "Using Exclusive Sedan's eco fleet complements the innovative and visionary attitude of the Spirit Awards show."

Red carpet air quality is compromised at many awards shows because hundreds of vehicles idle roadside while waiting for talent. Exclusive Sedan's "Bladed" fleets are extraordinarily effective at reducing exposure to toxic particulate material. Studies from the EPA and [American Lung Association](#) link air pollution to environmental ramifications like global warming and smog, as well as consequences on human health, including lung damage, asthma and premature death.

Dr. Bart Ostro, Ph.D., Chief of the Air Pollution Epidemiology Section, California Office of Environmental Health Hazard Assessment (OEHHA) said, "Our studies show that ambient particles that are less than 2.5 micrometers in diameter are unhealthy to breathe and have been associated with premature mortality and other serious health effects. Our recent analysis indicated that there are 14,000 to 24,000 deaths a year in the State of California from exposure to fine particles, about half of which come from mobile sources."

"Riding to LA events in Eco Optimized Luxury sedans and limos is the stylish and responsible thing to do and we are excited to be the go-to Eco Optimized Luxury transportation provider for the Spirit Awards and other high-profile events including [David Arquette](#) and [Ben Harper's](#) eco fashion line, Propr," said Brandan Stein, Vice President, Exclusive Sedan. "More and more customers are requesting Bladed vehicles, which is revolutionizing our business and the chauffeured transportation industry in general."

Show attendees can use Exclusive Sedan's Eco Optimized Luxury transportation services at a discounted rate by calling 818-765-7311 or 800-400-SEDAN and using the booking code Spirit Awards.

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For more information about Blade, visit <http://www.bladeyourride.com>

#### **About Sabertec**

[Sabertec](#), based in Austin, Texas, is on the vanguard of solving environmental challenges through technology, education and the inspiration of behavioral change. Sabertec products reduce fossil fuel burning engine emissions that are known contributors to global warming, as well as health consequences including cancer, strokes and respiratory diseases. Launched in 2008, Blade, [www.bladeyourride.com](http://www.bladeyourride.com) is the company's first consumer product available in the United States. Blade was developed utilizing Sabertec's patent-pending impact filtration method, which is the core technology in their IDPF product. IDPF has been reducing toxic diesel particulate matter emissions on commercial bus fleets in Sao Paulo, Brazil since 2005. [www.Sabertec.org](http://www.Sabertec.org)

#### **About Exclusive Sedan**

Exclusive Sedan Service, based in North Hollywood, California, has been providing luxury transportation services to Hollywood's elite for over 29 years. The company's reputation for exceptional client service, enhanced by their commitment to greening their fleet, has made them the emerging leader in Eco Luxury chauffeured transportation in Greater Los Angeles. [www.exclusivesedan.com](http://www.exclusivesedan.com)

#### **About Film Independent's Spirit Awards**

Premier Sponsors for the 2009 show are IFC, Netflix, ELLE, AMC, Piaget, and LACOSTE. Principal Sponsors are Acura, Heineken, Garnier, and Australia.com <<http://australia.com/>>. The official spirits of the Spirit Awards will be provided by G. H. Mumm Champagne and Jameson Irish Whiskey. Guests will enjoy Mumm Cordon Rouge champagne and Jameson specialty cocktails, including the Jameson & Ginger. Hotel Shangri-La, Casa Del Mar, and Shutters on the Beach are the Official Host Hotels. Wire Image is the Official Photographer of Film Independent. American Airlines is the Official Airline Partner of Film Independent. ON 3 Productions will once again be producing The Official Presenter Gift Lounge and Official Ceremony Gift Bags. FIJI Water is the official water of the Spirit Awards.

Film Independent's Spirit Awards is a celebration honoring films made by filmmakers who embody independence and who dare to challenge the status quo. Televised in millions of homes and covered internationally by the press, Film Independent's Spirit Awards has become the vanguard event in independent film, recognizing the achievements of independent filmmakers and promoting independent film to a wider audience.

Awards are given in the following categories: Best Feature, Best First Feature, John Cassavetes Award (given to the best feature made for a budget under \$500,000), Best Director, Best Screenplay, Best First Screenplay, Best Male Lead, Best Female Lead, Best Supporting Male, Best Supporting Female, Best Cinematography, Best Foreign Film, Best Documentary, and the Robert Altman Award (given to one film's director, casting director, and its ensemble cast).

Last year's major category winners were Fox Searchlight Pictures' Juno, which won Best Feature, Best Female Lead (Ellen Page), and Best First Screenplay (Diablo Cody), The Savages, which won Best Male Lead (Philip Seymour Hoffman), and Best Screenplay (Tamara Jenkins), and Once which won Best Foreign Film; and Miramax Films' The Diving Bell and the Butterfly, which won Best Director (Julian Schnabel), and Best Cinematography (Janusz Kaminski), and The Lookout, which won Best First Feature. August Evening received the John Cassavetes Award for the Best Feature made for under \$500,000. <http://spiritawards.com/>

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