



NEWS RELEASE

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JADEN SMITH NAMED SHOWEST BREAKTHROUGH MALE STAR OF THE YEAR

SMITH TO STAR IN COLUMBIA PICTURES' *THE KARATE KID* TO BE RELEASED ON JUNE 11, 2010

***THE KARATE KID* TO SCREEN AT SHOWEST 2010**

LOS ANGELES — ShoWest has named **Jaden Smith** ShoWest Breakthrough Male Star of the Year, it was announced today by Robert Sunshine, managing director of the event, which will be held March 15-18, 2010, in Las Vegas. Smith will be presented with the ShoWest Breakthrough Male Star of the Year Award on Wednesday, March 17, at Bally's and Paris Las Vegas. Columbia Pictures will also screen *The Karate Kid* for ShoWest attendees on Wednesday, March 17.

"Jaden Smith is an exceptional young actor who has delivered a true breakout performance with his portrayal of Dre Parker in *The Karate Kid*," said Sunshine. "We could not be more excited to honor such a tremendous young talent with the ShoWest Breakthrough Male Star of the Year Award and to be able to share Jaden's new movie *The Karate Kid* with our ShoWest delegates."

Releasing in theaters on June 11, 2010, Smith will next be seen in Columbia Pictures *The Karate Kid*. Smith stars as 12-year old Dre Parker, who could've been the most popular kid in Detroit until his mother's (Taraji P. Henson) latest career move has landed them in China. Dre immediately falls for his classmate, Mei Ying, but cultural differences make such a friendship impossible; and, even worse, Dre's feelings make an enemy of the class bully, Cheng. With no friends in a strange land, Dre has nowhere to turn but to maintenance man Mr. Han (Jackie Chan), who is secretly a master of kung fu. As Han teaches Dre that kung fu is not about punches and parries, but maturity and calm, Dre realizes that facing down the bullies will be the fight of his life.

The son of Will Smith and Jada Pinkett Smith, Jaden made his feature film debut co-starring with his father in *The Pursuit of Happyness*. He went on to star in the remake of *The Day the Earth Stood Still*, alongside Keanu Reeves and Jennifer Connelly. Jaden Smith has garnered several awards, including an MTV Movie Award for Breakthrough Performance, a Saturn Award for Best Performance by a Younger Actor, and a Teen Choice Award for Best Chemistry, with his dad, in *The Pursuit of Happyness*.

ShoWest is the largest annual convention for the motion picture industry. It is the only international gathering devoted exclusively to the movie business and the single largest international gathering of motion picture professionals and theatre owners in the world. The 2010 edition of ShoWest will be held March 15 – 18, 2010 at Bally's and Paris Las Vegas and is expected to draw more than 5,000 members of the motion picture industry. Each year, ShoWest attracts delegates from more than 50 countries in North and South America, Europe, Asia and Australia. ShoWest is produced by the Film Group of e5 Global Media. The Film Group also includes ShowEast, CineAsia, Cinema Expo International and Film Journal International. e5 Global Media also produces the Film Group's sister publication, The Hollywood Reporter.

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