

Celebrity Photo Retrospective by Photographer George Pimentel Unveiled for 2006 Toronto International Film Festival

Exclusive Exhibit Entitled '5 Seconds' Premieres at Roots, 100 Bloor Street West

TORONTO, August 28, 2006 - As stars like Cate Blanchett, Penelope Cruz, Tom Hanks and Dustin Hoffman prepare to descend on Toronto for the 31st annual Toronto International Film Festival this September, visitors and locals alike can get a true taste of the red carpet at Roots, 100 Bloor. Renowned celebrity photographer and frequent contributor to Flare Magazine and WireImage, George Pimentel unveils 85 black and white celebrity portraits in a brand new photo exhibit entitled "5 Seconds". The photos will be on display exclusively at Roots, 100 Bloor from August 28th - September 28th.

Shot entirely in black and white with his favorite Hasselblad camera, Pimentel has been documenting the Stars over the last 13 years while traveling to red carpets around the world. A familiar face at Cannes, Sundance, the Oscars, the Grammys and Canadian staples like the Juno Awards, Canada's Walk of Fame, the Much Music Video Awards as well as the Toronto International Film Festival, George's easy-going approach to shooting photos allows him unprecedented access to high profile celebrities.

"It's a moment that I look for and it really only takes 5 seconds to get the shot," commented Pimentel. "I took my first celebrity photo of Robert DeNiro back in 1993, and since then it's been my passion. I don't interfere in their business and I never hassle anyone. I just manage to capture the stars in their element."

Roots, 100 Bloor is a popular stop for visitors and stars alike when in Toronto for the festival, and all will be treated to this comprehensive collection of photos from Pimentel's travels around the world. In addition to photos of A-listers like Brad Pitt, Tom Cruise, Gwyneth

Paltrow, Charlize Theron and Johnny Depp, visitors can also expect to see a special portfolio of all-Canadian photos. Look for Jim Carrey at Canada's Walk of Fame, Pamela Anderson at the Vanity Fair Oscar Party, and Sandra Oh walking the red carpet in Cannes.

Asked to pick his favorite shot, Pimentel said "I have shot so many people over the years, it's impossible to pick a favorite. But it doesn't get much better than shooting Madonna in Toronto last year while she was slipping into her limo. Right place at the right time. That's what it's all about."

'5 Seconds' a Celebrity Photo Retrospective by George Pimentel is on display at Roots, 100 Bloor Street West, September 1 - September 28th.

About George Pimentel

George has been shooting celebrity photos since 1993 and is a regular contributor to Flare Magazine and a senior photographer with WireImage. He was a regular on the TV series 'One Shot' and currently resides in Toronto. More information can be found at www.pimentelphoto.com

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