

FOR IMMEDIATE RELEASE

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HAWAII INTERNATIONAL FILM FESTIVAL ANNOUNCES 2009 WINNERS

HONOLULU, HI (October 20, 2009) – The 29th annual Hawaii International Film Festival (HIFF) presented its 2009 awards this afternoon during a presentation at the Regal Dole Cannery Stadium 18 Theaters.

Awards and recipients are as follows:

–HALEKULANI GOLDEN ORCHID AWARD for Narrative Feature was awarded to EMPIRE OF SILVER, directed by Yao Shuhua.

–Also the HALEKULANI GOLDEN ORCHID AWARD for Documentary feature was presented to PETITION, directed by Zhao Liang. Feature and documentary feature winners were chosen for best expressing artistic and technical excellence and for promoting cross-cultural understanding.

–NETPAC AWARD was awarded to CASTAWAY ON THE MOON, directed by Hey-jun Lee, which was a participant in HIFF's Halekulani Golden Orchid Award showcase. The prestigious NETPAC AWARD is given at select international film festivals to promote Asian cinema by spotlighting exceptional works and discovering new talent.

–PUMA EMERGING FILMMAKER AWARD was presented by PUMA to CHILDREN OF INVENTION, directed by Tze Chun.

–VIDEO-ON-DEMAND VIEWERS CHOICE AWARD POWERED BY OCEANIC TIME WARNER CABLE and presented by Central Pacific Bank went to AJUMMA! ARE YOU CRAZY?, directed by Brent Anbe.

–The AUDIENCE CHOICE AWARD will be given to the film that audience members voted as their favorite film. The Audience Awards for Favorite Feature, Documentary and Short will be announced on November 2nd.

This year's Film jurors at HIFF represent various careers and talent within the film industry. Jurors for the narrative competition were: Toa Fraser, filmmaker (NO. 2, DEAN SPANLEY) Peter Britos, PhD (Chair, Department of Communications and Multimedia Program, Hawaii Pacific University), and Daniel Dae Kim, actor (LOST).

Jurors for the documentary competition were: Karin Chien, producer (THE MOTEL, ROBOT STORIES, UNDOING) Martin Wong, editor, Giant Robot Magazine, and Leanne Ferrer, programs manager, Pacific Islanders in Communications.

Jurors in the NETPAC competition were: Do Yong Lee, filmmaker (ARIRANG, festival director, Chungmuro International Film Festival); Vilsoni Hereniko PhD, chair, Pacific Island Studies, UH; Manoa; Ian Conrich, scholar, founding director of Department of New Zealand Studies, Birkbeck, University of London.

One more award will be handed out on Saturday, October 24th, at HIFF's closing night film THE WARRIOR AND THE WOLF, to international superstar Maggie Q. She will receive HIFF'S "Maverick Award," given in honor of a cinema artist who defies the rules, forging a unique film career, and transcending labels and thresholds to vacillate between Hollywood and global cinema. Earlier that day, HIFF will host a press conference with Maggie Q at the world-renowned Halekulani at 2:15 p.m. to discuss the film and festival award recognition. Media wishing to attend please RSVP to Chimaine Pouteau at chimaine@hawaiipacificentertainment.com or call (808) 636-1512.

Following the press conference, Maggie Q will be available for one-on-one interviews, by appointment only. Please contact Chimaine Pouteau at

chimaine@hawaiiapacifcenterentertainment.com or call (808) 636-1512 to schedule a private, one-on-one interview (limited space available). Halekulani contact is Erika Kauffman, Director of Public Relations for Hotels & Resorts of Halekulani, available at (808) 535-0623 or erika.kauffman@halekulanicorp.com.

Festival Information

Established in 1981, the Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF is the premier international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. For the discovery and exhibition of Asian and Pacific features, documentaries and short films in the nation, it is a primary source. The festival has premiered such movies as ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN and CROUCHING TIGER, HIDDEN DRAGON. Plus, DEPARTURES, a Japanese film, had its U.S. premiere at HIFF in 2008, won the HIFF Audience Award and then went on to win the 2009 Academy Award for Best Foreign Language Film.

HIFF's major sponsors include: Regal Entertainment Group, Starwood Hotels & Resorts Hawaii, Halekulani, Hawaii Tourism Authority and The VILCEK Foundation.

The 2009 Hawaii International Film Festival will be held October 15-25. Images of the films can be downloaded at <http://picasaweb.google.com/hiff2009images/2009FallFilmImages?authkey=Gv1sRgCOjSudrp5ob2iwE&feat=directlink>. For more information please visit our website at www.hiff.org.

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