

FOR IMMEDIATE RELEASE

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HIFF TO UNVEIL 2009 PROGRAM GUIDE & TRAILER AT SPECIAL SNEAK PEEK SCREENING OF AWARD WINNING CHINESE MARTIAL ARTS FILM 'IP MAN'

Lost Actor Daniel Dae Kim Featured in HIFF09 Trailer

(Honolulu, HI – September 17, 2009) - The 2009 Hawaii International Film Festival (HIFF) will unveil its program guide and much-anticipated trailer at a special sneak peek screening of the martial arts biopic from China IP MAN, starring international superstar Donnie Yen. The screening is being held two weeks prior to the festival's start on Wednesday, September 30 at 6:30 p.m. at the Regal Dole Cannery Stadium 18 Cinemas. The event is for HIFF Ohana members, and trailer cast and crew only. HIFF members must RSVP online at www.hiff.org (click link on home page) or call (808) 697-2463. The screening is sponsored by Best Buy.

Each year, HIFF brings together local filmmakers to create a trailer for the festival. The concept for this year's trailer was a collaboration between HIFF staff and the marketing firm OrangeRoc's idea to use an inkblot with hidden images and the tagline "What do you see?" "Every year we gather some of the most talented creative minds in Hawaii to donate their time to help us produce a trailer for the festival and every year we are amazed at what is accomplished," says executive director Chuck Boller. "Imagination and passion lead to the most inspiring works of art in film."

This year's trailer was directed by Todd Robertson, president and CEO of Hyperspective Studios, Inc., who's team is currently working overtime on the animation and visual effects to make sure the trailer is ready for its debut on September 30th. Live film images are being integrated into animated vignettes. "The concept is based on the idea that you can look at a piece of paper and see a blank page, or you can see endless possibilities, like those you get in films," says Robertson. "Life is like a movie, it's defined by our imagination and how we see things, similar to how film-makers create experiences through their visions."

Robertson worked closely with director of photography Mark Morgan of Steadicam Hawaii and lightning expert Jason Fratis, each donating their services along with specialized Techno Jib equipment, which Robertson says was a key element required to finish the project. Lost's Daniel Dae Kim and models Eric and Kimi Chun also donated their time for two days of filming which was completed at the end of August at Island Film Group/HMI's Halawa Valley Studios. The studio facility was provided without charge and shot on the RED camera and all crew working on the trailer donated their time and equipment.

During the sneak peek screening, HIFF executive director Chuck Boller and program director Anderson Le will highlight some of the major films, events and stars scheduled to attend this year's festival. Attendees will then get a sneak peek screening of IP MAN. Media will be invited to attend and have a chance to ask questions during the event.

Over 170 films from 36 different countries will be featured at this year's festival. HIFF's 2009 program is being held at the Regal Dole Cannery Stadium 18 Cinemas from October 15–25. Tickets go on sale Thursday, October 1st for HIFF Ohana members and Monday, October 5th to the public. General admission tickets are available for \$10 or \$9 for students, seniors, children and military. Tickets may be purchased in person at HIFF's box office at 650 Iwilei Road #101 across from Regal Dole Cannery Stadium 18 Cinemas or by phone at (808) 548-5905.

IP MAN SYNOPSIS

Destined to become a classic in the martial arts genre, HIFF is proud to present IP MAN, starring international superstar Donnie Yen. Yen portrays the title role of the famed Wing Chun master Ip Man, who counted Bruce Lee among his many students. Set in the 1930's, Master Ip lives with his wife and son in the city of Fo Shan, where he is revered by the local populace. However, everything changes with the onset of World War II. Like many other cities, Fo Shan is invaded by the Japanese military who seize control of the city. Now amongst the hordes of the oppressed and clinging to survival, Master Ip discovers that he has become a source of hope and strength for the Chinese people. With intense combat sequences by action director Sammo Hung, IP MAN is sure to entertain audiences with its powerful combination of moving drama and breathtaking action.

Hawaii Premiere
Hong Kong 2008 | Cantonese w/ English subtitles | 107m

Director: Yip Wai-shun
Producer: Raymond Wong
Cinematographer: O Sing Pui
Script: Edmond Wong
Cast: Donnie Yen, Simon Yam, Hiroyuki Ikeuchi

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 at the Regal Dole Cannery Stadium 18 Cinemas. For more information please visit our website at www.hiff.org.

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