

FOR IMMEDIATE RELEASE

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**HAWAII INTERNATIONAL FILM FESTIVAL USER GUIDES AVAILABLE
AT
BEST BUY, WHOLE FOODS, ALOHA SALADS AND L&L HAWAIIAN
BARBECUE
HIFF Trailer also showing at Best Buy**

HONOLULU, HI (October 8, 2009) – Attention all Best Buy, Whole Foods, Aloha Salads and L&L Hawaiian Barbecue customers! Pick up the new 2009 HIFF user guide while browsing through those endless aisles of electronics, tasty produce, or as you satisfy that lunch craving. The Hawaii International Film Festival (HIFF) has partnered with Best Buy, Whole Foods, Aloha Salads and L&L Hawaiian Barbecue to make the user guide easy to find. The program guides provide a complete listing of all festival films with synopses and schedule, as well as many other insights into HIFF.

Moviegoers on Oahu can find the HIFF user guides at the Best Buy stores in Iwilei and Aiea, at Whole Foods market in Kahala, Aloha Salads in Kahala, Kapolei or Kailua and four L&L Hawaiian Barbecue locations, including:

L&L Keeaumoku (in Wal-Mart)
710 Keeaumoku Street

L&L Kahala
4618 Kilauea Ave.

L&L Iwilei (same parking lot as Dillingham Costco)
801 Dillingham Blvd. Ste. 1-E

L&L Ward
310 Kamakee Street

L&L Pearl City
1029 Makolu Street, Suite G (Near Wal-Mart)

The program guides are also available at the HIFF box office and at Regal Dole Cannery Stadium 18 Theatres and at other HIFF sponsors' venues. The Festival starts on October 15th and runs through the 25th, but you can start preparing your film itinerary right away.

Best Buy shoppers can also catch a glimpse of the new HIFF trailer which will be showing at Best Buy locations. Each year, HIFF brings together local filmmakers to create a trailer for the festival. This year's trailer was directed by Todd Robertson, president and CEO of Hyperspective Studios, Inc. 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?"

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 Theaters from October 15–25. Tickets are on sale now. 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 Theaters or by phone at (808) 548-5905. The film guide is available online at www.hiff.org. For more information please visit us at www.hiff.org.

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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