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PUMA Supports Hawaii International Film Festival
*Sportlifestyle Brand Creates PUMA Emerging Filmmaker Award in
Celebration of New, Young Talent*

Boston, MA (October 7, 2009) – Today, sportlifestyle brand, [PUMA®](#), announced their support of the [Hawaii International Film Festival](#) (HIFF), reinforcing the brand's ongoing commitment to creativity, art and awe-inspiring filmmaking. As part of their first-time partnership with HIFF, PUMA has created the **PUMA Emerging Filmmaker Award**, which recognizes the achievements and creative endeavors of new filmmakers from around the world. The Hawaii International Film Festival runs from Thursday, October 15 to Sunday, October 25, 2009, during which time, PUMA will present one filmmaker with this prestigious new award.

"PUMA is proud to be a part of the independent film community and commends all the filmmakers at the HIFF," said Paul Gautier, Global Head of International Marketing of PUMA AG. "We have a long history of supporting emerging talent across film, music, design and art. It is an honor for PUMA to be able to recognize up-and-coming filmmakers through this award. We champion their creative vision."

"PUMA is a world renowned name and we are thrilled they have chosen the Hawaii International Film Festival as a partner in their efforts to show support for the arts," says HIFF executive director Chuck Boller.

The PUMA Emerging Filmmaker Award will be given to a filmmaker who exhibits true passion and spirit for this art form. Seven films have been nominated for the award; each reflecting cultural themes in modern day society. The seven films will be screened during the festival, with the winning filmmaker to be awarded on October 20th. The winner of the PUMA Emerging Filmmaker Award will receive both a monetary and product award, and will work with PUMA in 2010 as part of the brand's continued efforts in independent film.

The films nominated for the PUMA Emerging Filmmaker Award are:

**THE BARE ESSENCE OF LIFE
(URUTORA MIRAKURU RABU SUTORI)**

Japan 2009 | Japanese w/ English subtitles | 120m | U.S. Premiere

Yojin spends his days tending to his grandmother's vegetable garden. One day he meets Machiko, and his need for her to like him leads to unexpected consequences. The darling of new Japanese cinema, Satoko Yokohama confirms her talent and brilliant originality with Bare Essence of Life, a satisfying tale of rural eccentricity that combines black humor and fantasy with romanticism and drama.

October 18 2:00 PM Regal Dole Cannery Cinemas

October 20 12:30 PM Regal Dole Cannery Cinemas

CHILDREN OF INVENTION

United States 2009 | 86m | Hawaii Premiere

CHILDREN OF INVENTION takes us towards an optimist and her two children. Trapped by the recognizable scenario of single-motherhood, deadbeat dads, and a U.S. security world that exacts particular pain from immigrants, Elaine Cheng (Cindy Cheung) falls victim to her hope of escape in two pyramid schemes. When one of her marathon work days

extends into a serial overnighter, her son, Raymond (Michael Chen), decides that it is time to fix their lives with his inventions.

October 19 7:00 PM Regal Dole Cannery Cinemas

October 21 1:15 PM Regal Dole Cannery Cinemas

DEAR LEMON LIMA,

United States 2009 | 87m | Hawaii Premiere

When 13-year-old Vanessa experiences her first breakup, she rebounds by following the boy to his stifling prep school, where she receives the only minority scholarship for her Yup'ik background. Vanessa's attempts to find herself and win back the love of her life flounder, until she's presented with an opportunity to captain the oddball team for the school's version of the World Eskimo Indian Olympics – the Snowstorm Survivor competition.

October 20 7:00 PM Regal Dole Cannery Cinemas

October 22 4:00 PM Regal Dole Cannery Cinemas

GIGANTE

Argentina, Spain, Germany 2009 | Spanish w/ English subtitles | 85m | Hawaii Premiere

GIGANTE is a quiet story of obsession, voyeurism and love. Jara, a gentle and kind nighttime security guard becomes obsessed with watching Julia, one of the cleaning ladies in the supermarket where they work. Soon, even watching her through the camera is not enough and he begins to follow her every move. Jara's life becomes dependent on spying on Julia and when he can't, he makes some brash decisions - decisions that may change his life forever.

October 18 9:15 PM Regal Dole Cannery Cinemas

October 19 12:15 PM Regal Dole Cannery Cinemas

MADE IN CHINA

United States 2009 | 87m | Hawaii Premiere

Johnson, a young man from a small town in East Texas has a big idea for a novelty invention. After many humorous attempts to raise funds in his hometown, he decides to head to the land of production – China. The confident, but naive Johnson trusts everybody he comes across. Will innocent Johnson learn that there might be more to success than just a good idea?

October 19 6:15 PM Regal Dole Cannery Cinemas

October 22 2:15 PM Regal Dole Cannery Cinemas

SELL OUT!

Malaysia 2009 | English, Mandarin, Cantonese w/ English subtitles | 106m | U.S. Premiere

Rafflesia Pong is the host of an interview show, dedicated to the arts. Eric Tan is a product engineer, whose latest invention makes 10 different products with soybeans. Unfortunately, both are employed by FONY, a multi-national conglomerate where creative thought is discouraged and profit margins are the bottom line. As FONY's corporate brass pressures them to sell out, Tony and Rafflesia must conspire, plot, and sing, in order to maintain their creative integrity.

October 17 1:45 PM Regal Dole Cannery Cinemas

October 22 2:30 PM Regal Dole Cannery Cinemas

YANG YANG

Taiwan 2009 | Mandarin w/ English subtitles | 112m | U.S. Premiere

Even though Yang Yang has a French father, she does not speak a single word of French as she has never even met her father. She starts to work as a model and her agent turns her Eurasian heritage into her selling point. When she receives an offer to play the leading role in a film about a young Eurasian woman in search of her French father, Yang Yang is forced to address her Eurasian identity.

October 18 6:30 PM Regal Dole Cannery Cinemas

October 19 7:30 PM Regal Dole Cannery Cinemas

PUMA's involvement with HIFF is in line with the brand's efforts of PUMA.Creative, an initiative within PUMAVision which aims to make the world a safer, more peaceful and more creative place. PUMA. Creative has launched several programs to support art projects, artists and exhibitions around the world including the "30 Americans" at the Rubell Family Collection in Miami at Art Basel Miami Beach in 2008, sponsorship of the Hussein Chalayan retrospective at the Design Museum and the support of the Central Saint Martins graduate fashion show benefiting the PUMA Central Saint Martins Bursary Award.

For more information about PUMA and our efforts to support art and emerging talent, visit www.puma.com and creative.puma.com.

About PUMA

PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Peace, Creativity, and SAFE Sustainability, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Soccer, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit www.puma.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.

The 2009 Hawaii International Film Festival will be held October 15-25. For more information please visit our website at www.hiff.org.

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