



NEWS RELEASE

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PUBLIC TO VIEW AND VOTE FOR HIFF'S HAWAII SHORT FILMS BY TV REMOTE CONTROL FROM HOME

First "Video On Demand Viewers Choice Award" Powered by Oceanic Time Warner Cable

HONOLULU – The 27th Annual Louis Vuitton Hawaii International Film Festival (HIFF), the premier international film event in the Pacific, presents for the first time ever its "VOD Viewers Choice Award" Powered by Ocean Time Warner Cable.

Through a partnership between HIFF, Oceanic Time Warner Cable and Nippon Golden Network, Hawaii residents statewide can support local filmmakers for free by watching their Short Films and voting to determine which film they like the best. The film with the most votes will receive the award along with a \$1,000 cash prize at HIFF's Award Ceremony on October 25, 2007.

"HIFF is thrilled to offer another way to further showcase local talent," said Chuck Boller, HIFF executive director. In 2005, HIFF launched the HIFF category so residents could view HIFF movie trailers on NGN on Demand, making it the first film festival in the world to utilize Cable Video On Demand technology.

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“Oceanic Time Warner Cable is one of the most interactive cable companies in the world,” said NAME, TITLE. “This offering is just another way for us to give the power to you, the viewer.”

Films to be shown are: ATONEMENT directed by Seong Kyu Wang; AUTUMN LOVE directed by Andrew Kerekes; BANANA directed by Jay Hubert; CUTBACK directed by Tim Savage; FIRST IMPRESSIONS directed by Jeremiah Tayao; HOME AGAIN directed by Joelle-Lyn Sarte; HONG KONG LAYOVER directed by Henry Mochida; MATALASI directed by Dana Ledoux Miller; THE MONKEYBOY FEVER directed by Dane Neves; MY BROTHER’S KEEPER directed by Russell Blanchard; SHIN directed by Jennifer Tokunaga; and TRAINING DOGS directed by Ty Sanga.

To participate, Oceanic Digital Cable Subscribers can tune to NGN on Demand Channel 680 to view the Hawaii Short Films in contention for the award and to receive voting instructions in the “HIFF” category. All the viewing and voting can be done from the convenience of home simply by using their remote control.

Like all other Video On Demand programming available on Oceanic Time Warner Digital Cable, it will be possible to view the Short Films anytime 24/7 and to Pause, Rewind, and Fast Forward any film watched. Short Films will appear on the NGN on Demand channel beginning October 4, in conjunction with the start of voting. Voting will end on midnight October 23, 2007. Short Films may continue to be viewed even after voting has finished.

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This year's HIFF is set for October 18 – 28 on Oahu, October 19 – 21 on Maui, October 20 on Molokai, October 21 on Lanai, October 26 – 21 on Hawaii Island, and October 27 – 28 on Kauai.

More than 150 feature films, documentaries, shorts and animations, representing countries from around the world will be showcased. For more information on the festival, individual tickets and ticket package pricing, film line-up, and who will be coming to Hawaii, continue to visit the HIFF website at www.hiff.org for the latest updates.

PARTNERSHIP INFORMATION

Oceanic Time Warner Cable began Digital Cable service in 1999 and Video On Demand in 2000, making it one of the first Cable Franchises in the nation to do so.

Nippon Golden Network is the designated Video On Demand carrier of the Hawaii International Film Festival.

Filled with insight and discovery, HIFF is dedicated to advancing understanding and cultural exchange among the peoples of Asia, the Pacific and North America since 1981. Each year, more than 70,000 attendees throughout Hawaii viscerally experience the sounds and images of filmmaking from around the world.

HIFF is the premiere international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. It is also the primary source for the discovery and exhibition of Asian and Pacific feature films, documentaries and videos in the nation. The festival has premiered such movies as CROUCHING TIGER HIDDEN DRAGON, ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN, VOLVER, BABEL, THE HOST, JOINT SECURITY AREA and TWILIGHT SAMURAI.

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