



PRESS RELEASE

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**27TH ANNUAL LOUIS VUITTON HAWAII INTERNATIONAL FILM FESTIVAL
OCTOBER 18 – 28**

HONOLULU – The 27th Annual Louis Vuitton Hawaii International Film Festival (HIFF), the premier international film event in the Pacific, is set for October 18 – 28 on Oahu. More than 150 feature films, documentaries, shorts and animations, representing countries from around the world will be showcased.

HIFF is the centerpiece event in Hawaii where thousands of people from around the world, top celebrities from Asia and the United States, award-winning filmmakers and directors, and the US and foreign press come together for a celebration of cinema for 11 days.

“The Louis Vuitton Hawaii International Film Festival is one of the most relevant international film festivals, leading all others with its discovery and exhibition of Asian and Pacific films and documentaries,” says Executive Director Chuck Boller. “In addition to the great film line-up, for 2007 we have created more opportunities to interact and meet the celebrities through a mix of public and private events. The absolute best time to visit Hawaii is in October.”

The festival starts on October 18 with an Opening Night event at the Halekulani followed by the Opening Night Movie (TBD) at the historic Hawaii Theatre. Films will be shown through out the festival at the Regal Cinemas at Dole Cannery and there will be movies shown outside on the famous Waikiki beach. Private and public events, award shows, press conferences and special movie showings take place continuously during the festival.

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HIFF programmers are busy assembling one of the festival's best programs in years, including a FOCUS ON TAIWANESE CINEMA, a sidebar of Korean documentaries and a section aptly titled EAT, DRINK, FILM.

As with most major film festivals in the world, many celebrities from around the world are making their plans to be in Hawaii during the festival to either support their films, to receive a Hawaii International Film Festival Award or to just enjoy a Hawaiian vacation. The festival continues to be a strong draw for celebrities and filmmakers from around the world. Previous attendees include Samuel Jackson and Kevin Smith from the US, Ken Watanabe from Japan, and Lee Byung-Hun, Shin Hyun-Jun and Ha Ji-Won from Korea. There are many opportunities for visitors of the festival to meet and interact with celebrities from around the world. Celebrity events take place at various locations such as high-end retail stores, restaurants and various HIFF locations throughout Oahu.

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.

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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