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**PALM BEACH INTERNATIONAL FILM FESTIVAL
UNVEILS NEW PLATINUM PASS OFFERING ACCESS TO
ALL EVENTS AND SCREENINGS**

PALM BEACH COUNTY, FL., January 28, 2008 – The Palm Beach International Film Festival (PBIFF), being held April 10-17, has unveiled two new packages with a very limited number of passes available. These new packages, which were established due to high demand, offer access to exclusive VIPs events and all screenings.

The Platinum Pass costs \$1,000 and includes admission to all Festival events, screenings, and seminars, including the black tie Awards Gala at the Boca Raton Resort, Opening and Closing night parties, a private home party just for pass holders and filmmakers, as well as admission to daily private VIP happy hours and other private events. Tickets for the gala alone are \$1,000, making the Platinum Pass a great value.

The Premiere Pass, priced at \$500, includes all events listed above, excluding the Awards Gala. The Festival will also continue to offer its popular Gold Pass which includes admission to films and select events. The passes go on sale starting today.

“These packages are a great value for film enthusiasts and our supporters and the response has been overwhelming,” said Randi Emerman, the executive director of the PBIFF. “Many festivals offer these types of packages and typically sell out months in advance. Because we have a limited number available, we expect these to sell out quickly.”

The PBIFF has been named one of the top 10 destination film festival in the world. The 2008 Festival, in its 14th year, will include more than 150 independent film screenings representing filmmakers from throughout the world. In addition, the Festival organizers

have planned eight days and nights of seminars, workshops, endless networking opportunities and Palm Beach style parties at exciting and innovative venues.

Key events include:

- Opening Night Film and Party, Thursday, April 10, rooftop of Mizner Park. This first-ever rooftop party will include tasty appetizers from Mizner Park restaurants, and an informal fashion show hosted by Bloomingdales.
- Private estate home party, Friday, April 11. This VIP event is exclusively for Platinum and Premiere Pass holders, filmmakers, and major sponsors.
- The Annual Awards Gala, Saturday, April 12, Boca Raton Resort. This black tie gala is the most glamorous night of the Festival.
- Gala After Party, April 12, Opus 5, Boca Raton. Hosted by Friends of the Festival, this free after party will allow revelers to dance into the wee hours.
- Tropical Nights at Crane's Beach House, Monday, April 14. Festival attendees will screen a film over cocktails and appetizers poolside at Crane's Beach House in Delray.
- Delux. Dance the night away at Delray's hottest club on Wednesday, April 16.
- Closing Night Film and Wrap Party, April 17, The Addison Restaurant, Boca Raton. The event will include appetizers, cocktails and dancing to the tunes of Riptide, a popular South Florida band.

The Festival will also add a new element designed to help develop independent filmmakers of today and tomorrow: the Film Financing Production Conference. The conference is free for any filmmaker who submits a film to the festival whether or not they are accepted and screened. These sessions are focused on aiding writers, directors, and producers of low budget and guerilla productions.

The Friends of the Film Festival will hold an official Oscar Night America event on the evening of Sunday, February 24. Guests will revel in the glamour and watch the Academy Awards in style at Palm Beach County's only officially-sanctioned Oscar party.

About PBIFF

The Palm Beach International Film Festival is a 501(c)(3) not for profit organization supporting film programs in local schools and dedicated to making a difference in the lives of future filmmakers by helping them fulfill their dreams to one-day work in the world of film.

Founded in 1996, the Palm Beach International Film Festival emerged as a major cultural venue for the community as well as a productive fundraiser for film and TV education. Each year it introduces filmmakers worldwide to the area's unique resources, while celebrating the history and future of the film industry with seven days of world premieres, special events, seminars, feature films, short films and documentaries.

The PBIFF has always been supported and attended by some of Hollywood's greatest talents: Academy Award® Winners Adrien Brody, Anthony Hopkins, Tommy Lee Jones, Faye Dunaway, Michael Caine, Richard Zanuck, and William Friedkin; Academy Award® Nominees Samuel L. Jackson, Salma Hayek, Edward Norton, Dennis Hopper, Sylvester Stallone, Woody Harrelson, Anouk Aimee, Shohreh Aghdashloo, Robert Evans, and Burt Reynolds. Filmmakers including Brett Ratner have walked the festival's red carpet over the years.

For more information or to order Platinum or Premiere Passes, please contact the Festival at 561-362-0003 or visit www.pbifilmfest.org.

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