

MEDIA RELEASE



MELBOURNE INTERNATIONAL FILM FESTIVAL 37°SOUTH MARKET ANNOUNCES NEW ALLIANCE WITH LONDON'S PFM

APPLICATIONS FOR 2009 EDITION OPENS

MELBOURNE, 10 February 2009: The **Melbourne International Film Festival's 37°South Market** and the Film London **Production Finance Market (PFM)** have announced a strategic partnership, cementing **MIFF 37°South Market** as the PFM's exclusive Australia/NZ organisational partner.

"This partnership highlights the Melbourne International Film Festival's international standing and the strength of its industry programs. This important new opportunity offers another good reason for every Australian film producer to travel to Melbourne this July" said **MIFF Executive Director Richard Moore**.

This first-ever non-European partnership for the London **PFM** ensures that each producer selected to participate in the 2009 **MIFF 37°South Market** will automatically be considered for a place at the 2009 edition of London's **PFM**. The **PFM-37°South** alliance provides the only guaranteed place for an Australian/NZ producer. **MIFF 37°South Market** international financing guests, together with **PFM** organisers, will consider all registered **37°South** producers and projects and will select one lucky producer to attend the 2009 **PFM**. The winning producer, who will have registration and accommodation paid by **MIFF 37°South Market**, will be announced at the **MIFF 37°South Market** 2009 closing drinks on Sunday 26 July 2009.

The announcement, made yesterday by Film London at the Berlin Film Festival, comes as **MIFF 37°South Market**, Australia's only film co-financing market to occur in the context of a major festival, today opens applications at www.miff37degreesSouth.com for its 2009 edition, which runs 23-26 July 2009, inclusive.

MIFF 37°South Market brings the global film financing marketplace to Melbourne in the opening days of **MIFF**, which is Australia's largest and oldest film festival, and enables Australian/NZ producers with market-ready feature-length projects to meet key international film co-financiers in Melbourne. The emphasis is on producers pitching projects to financiers, deepening marketplace relationships and generating financier interest in their slates. The London **PFM** occurs each October in association with The BFI London Film Festival. Last year, the invitation-only **PFM** registered 50 producers and more than 150 projects with US\$1.16 billion of production value and 60 financing guests including Focus, Miramax, Warners, Sony and Studio Canal.

For further information on **MIFF**, visit www.melbournefilmfestival.com.au. A detailed program for **MIFF 37°South Market** will be released in early July, with updates on the program, guests and initiatives posted at www.miff37degreesSouth.com. For details on the application process, deadlines and further background information, see the attached document.

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