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**HAMPTONS INTERNATIONAL FILM FESTIVAL
ANNOUNCES 2009 FESTIVAL DATES
WILL BE MOVED ONE WEEK EARLIER TO
COLUMBUS DAY WEEKEND
OCTOBER 8 – 12, 2009**

The Board of Directors of the HAMPTONS INTERNATIONAL FILM FESTIVAL have announced that the 2009 Festival, the 17th annual, will be held one week earlier than in recent years, with the event moving to the Columbus Day Weekend slot - Thursday, October 8, thru Monday, October 12, 2009. The Festival will remain based in East Hampton with additional venues in Southampton, Sag Harbor and Montauk.

The shift in dates was made in consultation with many of the festival's sponsors, underwriters and guests, and is expected to maximize attendance and benefit not only the Festival, but also the local shops, restaurants and hotels.

"Over the past 16 years, the Hamptons International Film Festival has partnered with local schools, government, restaurants/bars, shops, inns, studios, TV & radio stations, magazines, and newspapers to ensure that the East End is known as a prime destination for fall travel and culture," stated HIFF Board Chairman Stuart Match Suna. "We remain deeply committed to bringing the best of independent cinema (and the talent behind it) to the region, and firmly believe that by working together, we can overcome these difficult circumstances and remind everyone of the beauty and uniqueness of the Hamptons in the fall."

"We're very much looking forward to trying the earlier date," said HIFF Executive Director Karen Arikian. "As the industry prepares for awards season and the fall festival calendar ramps up, we feel this move will allow us to bring to our audiences the best films and guest talent."

The festival is very concerned with the impact on the local community and the Board and Festival administration will be working with local Chambers of Commerce and merchants to ensure the most optimum event for all concerned.

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