



**BABELGUM SPONSORS THE GOLDEN STARFISH COMPETITION
AND POWERS ONLINE AND MOBILE VIDEO AT THE
HAMPTONS INTERNATIONAL FILM FESTIVAL**

*17th Edition of the Festival to take place this Columbus Day Weekend
October 8th – October 12th*

East Hampton – October 6th – Babelgum, the integrated web and mobile video content platform, will sponsor the Golden Starfish Narrative Competition at this year's Hampton's International Film Festival. The five narrative films are *A Rational Solution*, *Applause*, *Jaffa*, *The Misfortunates* and *Ajami*

Babelgum is doing triple duty this year at the festival: sponsoring the Golden Starfish Narrative Competition; premiering their first original feature film production, Leslie Iwerk's *Dirty Oil*, a documentary narrated by Neve Campbell, in the World Cinema section and; powering the Hampton's International Film Festival video coverage of the red carpet premieres, "Conversations with..." and special events of the festival. Once live all the exclusive video will be accessible worldwide on the Hamptons Film Festival website and via the free Babelgum mobile applications and on www.babelgum.com

"We are thrilled to welcome our new partner, Babelgum, to this year's festival." said Executive Director Karen Arikian. "With its global reach and innovative approach to cultivating new voices, we have found a partner with vision and imagination which is essential in this ever-changing landscape of independent distribution."

Karol Martesko-Fenster, General Manager & Publisher of Babelgum's Film Division said, "Babelgum is pleased to support the Hamptons International Film Festival this year. The fit is natural as HIFF is dedicated to supporting emerging global filmmakers in a nurturing and creator friendly environment. We look forward to making the Hamptons video coverage available to a worldwide audience and to securing our mission to be the leading online and mobile destination for the new guard of storytellers. And we are particularly thrilled to premiere our inaugural feature film amongst the fine selection of world cinema at the festival."

The 2009 Hamptons International Film Festival takes place Thursday to Monday, October 8th – 12th, which includes Columbus Day Weekend.

The Hamptons International Film Festival is supported by American Airlines, Altour and c/o The Maidstone Hotel.

ABOUT THE HAMPTONS INTERNATIONAL FILM FESTIVAL

The Hamptons International Film Festival was founded to celebrate the Independent film - long, short, fiction and documentary - and to introduce a unique, varied spectrum of international films and filmmakers to the public. The Festival is committed to exhibiting films that express fresh voices and differing global perspectives, with the hope that these programs will enlighten audiences, provide invaluable exposure for filmmakers and present inspired entertainment for all.

ABOUT BABELGUM

Babelgum is an integrated web and mobile video content platform free for users and supported by advertising available on-demand to a global audience. Positioned between user generated video hubs and network TV-oriented destinations, Babelgum focuses on the third part of the ecosystem: innovative, professionally produced content on very specific passions – film, music, comedy, urban culture, nature and the environment – curated by experts in their fields. Babelgum's programming is comprised of exclusive original productions as well as independent and mainstream titles.

Babelgum's content partners include, among others, EMI, Sony Music, the New York Times, PBS, BBC, VBS, Lonely Planet, Coolhunting, National Geographic, Funny or Die, T5M, Shine Limited, Cinetic Rights Management, Content Republic, Gong Anime, The WorkBook Project, Cinelan, Power to the Pixel and Off the Fence as well as the Encounters, Los Angeles, and Hamptons Film Festivals.

Babelgum is an independent and privately held company with offices in the United States, UK, Ireland, France and Italy.

For further information on the 2009 Hamptons International Film Festival please visit www.hamptonsfilmfest.org.

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