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MIFF 37°South Market: OPENS WITH NEW INTERNATIONAL PARTNERSHIP

MELBOURNE, 23 July 2010: Victorian State Premier John Brumby last night welcomed a large contingent of international and Australia/NZ film financier/buyers to Melbourne as he officially opened the fourth edition of **MIFF 37°South Market**, the Melbourne International Film Festival (**MIFF**) film co-financing event running 22-25 July 2010, and announced a new alliance with Canada's **Strategic Partners**.

The **MIFF 37°South Market-Strategic Partners Alliance** ensures that each producer selected to participate in the 2010 **MIFF 37°South Market** will automatically be considered by the world sales agents at **MIFF 37°South Market** for one of two guaranteed Australian/NZ places at the September 2010 edition of the Canadian film co-financing event. These are the first guaranteed Australian/NZ places at **Strategic Partners**.

The **Strategic Partners** alliance puts **MIFF 37°South Market** into a network of film financing events spanning North America, the Middle East and Europe. Under the recently-renewed **MIFF 37°South Market-Abu Dhabi Circle Alliance**, **MIFF 37°South Market** sales agents will again select one **MIFF 37°South**-registered Australian/NZ producer for the **Circle's** only guaranteed Australian/NZ place. Meantime, the **MIFF 37°South Market-London Production Finance (PFM)** partnership has expanded to provide for three guaranteed Australian/NZ places selected by **MIFF 37°South Market** sales agents. The producers selected for these international market places will be announced at the **MIFF 37°South Market** closing drinks on Sunday 25 July.

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival, has secured some 38 film financiers/buyers who will meet with a record 76 registered producers. Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, scheduled one-to-one meetings have increased 13% to 1,182 from last year's total of 1,041, and are up 45% on 2008's 814 and are more than four times 2007's tally.

MIFF 37°South Market 2010 international film financiers/buyers include Participant (USA), Protagonist (Europe), IFC (USA), Wild Bunch (Europe), Essential (USA), BBC Films (Europe), Sierra (USA), Salt (Europe), Myriad (USA), Coach14 (Europe), Elephant Eye (USA), 6Sales (Europe), Film Sales Company (USA), U-media (Europe), Icon International (USA/Europe), Back-Up Films (Europe), ArLight (USA), The Works (Europe), along with such Australian companies as Roadshow, HopScotch, Transmission, Madman, ABC, Accent, Rialto, PackScreen and Umbrella. The co-financiers/buyers will also view completed local seeking distribution and/or sales agents (and take follow-up meetings) in the **37°South: Breakthru Screenings**, as well as attend the **MIFF 2010** world premieres of **MIFF Premiere Fund** co-financed titles **THE WEDDING PARTY** and **MACHETE MAIDENS UNLEASHED!**

MIFF 37°South Market is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Australia/NZ producer partner of the Abu Dhabi **Circle** and Canada's **Strategic Partners**. See www.miff37degreesSouth.com for details about **MIFF 37°South Market** and its partnership activities on almost every day of MIFF, including the **Melbourne Digital Summit** and the **Robert Rosen Lecture Series**. For more information on **MIFF**, including **MIFF 2010** ticket purchases, go to www.melbournefilmfestival.com.au

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