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TOMI FILM FESTIVAL

ANNOUNCES 2010 DATES AND CALL FOR SUBMISSIONS

FESTIVAL TO BE HELD FEBRUARY 11 – 13, 2010 DURING THE NBA ALL STAR WEEKEND

New York, NY (August 4TH, 2009) – TOMI Film Festival has announced today the third annual TOMI Film Festival will be held February 11, 2010 through February 13, 2010 in Dallas, Texas during the NBA All Star weekend.

Accepted Submissions Include:

Narrative
Documentary
Shorts
Features
Women's Spotlight

Deadlines to submit U.S. and International films for the 2010 TOMI Film Festival are:

August 4, 2009 – SUBMISSIONS OPEN
October 6, 2009 – EARLY DEADLINE
November 3, 2009 – OFFICIAL DEADLINE
December 8, 2009 – LATE DEADLINE (INCLUDES IN PROGRESS)

Starting August 4, 2009 submission forms and complete information regarding eligibility for the 2010 TOMI Film Festival will be available at www.tomifilmfestival.com. Questions regarding submissions may be directed to entries@tomifilmfestival.com or by calling 646.471.8233 (Option 5/Choice 1).

Hotel Palomar Dallas is the official 2010 TOMI Film Festival host hotel. Contact the hotels reservation desk directly by calling 888.253.9030.

American Airlines and **Avis** is the official airlines/car rental of the 2010 TOMI Film Festival. Please feel free to use our discount code when making your All Star Weekend travel arrangements: **A1120AA**.

For more Information, Press Inquiries and/or Questions:
publicity@tomifilmfestival.com

About TOMI Film Festival

TOMI Film Festival™ was founded in 2007 in an effort to build relationships between the filmmaker and the business of entertainment. Our mission is to supply the filmmaker with not just a financial means of celebratory satisfaction but a more structured business that will incorporate a multitude of actual on-hands work; an investment that will take the filmmaker to new levels of success and achievement. TOMI Film Festival is headquartered in New York. www.tomifilmfestival.com

About Hotel Palomar Dallas

Hotel Palomar Dallas, a Kimpton Hotel, centers itself between the vibrant, upscale Lakewood and Park Cities neighborhood, just moments from Southern Methodist University and a few short miles from the Dallas Convention Center. Surrounded by the best entertainment areas Dallas has to offer and the energy of downtown Dallas, the luxury Hotel Palomar artfully sets in motion a memorable stay for both business and leisure travelers.

Stylish sophistication and artistic expression converge at Hotel Palomar Dallas, the city's playground for arts and entertainment. www.hotelpalomar-dallas.com

About American Airlines

American Airlines, American Eagle and the American Connection® airlines serve 250 cities in over 40 countries with more than 4,000 daily flights. The combined network fleet numbers more than 1,000 aircraft. American's award-winning Web site, AA.com, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American Airlines is a founding member of the oneworld® Alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Together, its members serve nearly 700 destinations in over 140 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. American Airlines, American Eagle, American Connection, AA.com, We know why you fly and AAdvantage are registered trademarks of American Airlines, Inc. (NYSE: AMR). www.aa.com

About Avis Rent A Car Systems

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at more than 2,000 locations in the United States, Canada, Australia, New Zealand, Latin America and the Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys® Customer Loyalty Index for the past eight years. The company is part of Avis Budget Group, Inc., (NYSE: CAR) formerly Cendant Corporation. Avis Budget Group has marketing agreements with Avis Europe Plc, a separately owned UK-based company owning or franchising an additional 2,900 Avis locations in Europe, Africa, the Middle East and Asia. www.avis.com

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