



For media inquiries please contact:

Joanna Cichocki / Lauren McGee

Phone: 310.854.4800

Email: jcichocki@bncpr.com/lmcgee@bncpr.com

VILLAGE AT THE YARD NAMED OFFICIAL SANCTIONED HOSPITALITY SITE FOR THE 2010 SUNDANCE FILM FESTIVAL

Joint venture between BNC Marketing & PR and Relevent Group to Provide Full-Service Venue for Filmmaker Events, Press Junkets and Sponsor Activations

Los Angeles, CA - BNC (Bragman Nyman Cafarelli) Marketing and PR (www.bncpr.com) and Relevent Group (www.relevent.net) announced today that Village at the Yard will serve as the 2010 Sundance Film Festival official and preferred host site for film events, press junkets and hospitality geared toward filmmakers and festival guests. The Sundance Film festival runs January 21 -31, 2010 in Park City, Salt Lake City, Ogden and Sundance, Utah.

Village at the Yard is designed to provide industry, press, corporate partners and their guests a place to gather, share resources and celebrate the Festival. Located in the former Anderson Lumber space at 1251 Kearns Boulevard in Park City, it is centrally located near theatres, hotels and Festival Headquarters. The 100,000 square-foot venue will feature generous space for festival press conferences and junkets, a photo studio, a full service diner, welcome lounge, special event space, ample parking and a sledding hill, among other features. Village at the Yard is scheduled to be open from 10am to 6pm daily from Friday, January 22, 2010 through Tuesday, January 26, 2010. Additional information can be found at www.villageattheyard.com

“BNC has one of the best reputations in the industry and a proven track record developing integrated marketing strategies for their clients,” said John Cooper, Director, Sundance Film Festival. “We are confident in their ability to provide much-needed junket and event space for the publicist and sponsor communities – space that is both accessible to Festival goers and in keeping with the Sundance Film Festival brand.”

“The Sundance Film Festival is the most anticipated event of its kind and we’re honored to be officially working with the Sundance Institute,” said Chris Robichaud, president and chief operating officer of BNC. “Consumer brands and companies continue to covet access to the tastemakers in the entertainment industry who converge here every year. Our goal is to maintain the essence and prestige of the Festival while giving filmmakers a platform to better promote their work and brands a way to interact directly with the filmmaking community.”

About Sundance Film Festival:

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting dramatic and documentary feature-length films from emerging and established artists, innovative short films, filmmaker forums and panels, live music performances from solo acts to film composer events, cutting-edge media installations, and engaging community and student programs, the Festival brings together the most original storytellers around. Supported by the non-profit Sundance Institute, the Festival has introduced global audiences to some of the most ground-breaking films of the past two decades, including *sex, lies, and videotape*, *Maria Full of Grace*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Trouble the Water*, and *Central Station*. www.sundance.org/festival

About BNC (Bragman Nyman Cafarelli) Marketing and PR

Pioneers in the strategic development and use of non-traditional marketing and PR solutions, BNC is a leading national firm operating throughout the lifestyle/pop culture and entertainment arenas. With offices in Los Angeles and New York and a staff of more than 120, the company executes brand-based marketing programs, integrating such core competencies as media relations, event marketing, influencer outreach, product integration and sponsorships and grassroots promotions. BNC represents more than 100 celebrity clients, numerous television campaigns, entertainment companies and produces and/or publicizes nearly 200 events a year. In addition, BNC represents companies across such sectors as fashion, automotive, beauty, hospitality, wines, spirits, beer, gaming, wireless, retail, finance, publishing and sports. For more information on BNC and its clients, please visit www.bncpr.com.

About Relevent Group, LLC:

Relevent is a New York-based full service experiential marketing, special events, production and promotions company that builds brands with consumers through experiential lifestyle, entertainment and relationship marketing programs. Relevent's client roster includes companies in retail, sports, technology, automotive, consumer packaged goods, beer, spirits, media, and hospitality. Relevent works with brands to provide a 360 degree experiential brand solution that includes consumer insights, strategic planning, campaign execution and quantifiable measurement of results. Entertainment and media marketing initiatives include national and local event and mobile tour production, strategic partnership programs, sponsorship activation, product launches, consumer trial, retail pop-up experiences, and online consumer advocacy campaigns.