

FLORIDA
FILM FESTIVAL 2010

APRIL 9-APRIL 18
FLORIDAFILMFESTIVAL.COM

**NESTLE® CRANBERRY RAISINETS® SPONSORS
FLORIDA FILM FESTIVAL AUDIENCE AWARD**

Orlando, FL – (Mar. 29, 2010) – The 19th annual Florida Film Festival announced NESTLE® Cranberry RAISINETS® as the Official Audience Award sponsor for the 2010 event. Selected by votes cast by film festival attendees, the winning competition documentary and narrative features will be eligible to receive this distinction. The Festival, sponsored by Full Sail University, will take place April 9 through 18.

Festival attendees will enjoy NESTLE® Cranberry RAISINETS® 100-CALORIE PACKS during all 10 days of the Festival at most Festival venues.

Cranberry RAISINETS are tangy, dried cranberries covered with creamy Nestlé Milk Chocolate. An ideal treat for consumers looking for a better-for-you indulgence, Cranberry RAISINETS are a natural source of fruit antioxidants, have 30 percent less fat than the leading chocolate brands, and provide ½ serving of real fruit in every ¼ cup.

“Central Florida residents have discerning tastes in their entertainment and we think that extends to food as well, which is one of the reasons why we are looking forward to our sponsorship of the Florida Film Festival,” said Kristen Mandel, marketing manager of Nestlé Raisinets. “Festival goers will get to sample the best up-and-coming movies while enjoying Raisinets - one of the classic movie treats. Cranberry Raisinets were introduced last year and have already become an instant classic. We think attendees will savor them while watching our animated webisode and getting to vote on their favorite films.”

“We’re thrilled to collaborate with a brand that understands the distinctive tastes of our audience,” said Henry Maldonado, President of Enzian and the Florida Film Festival. “But we’re most excited to provide our visiting filmmakers and movie-goers with samples of this delicious and better-for-you snack throughout the 10 days of the Festival!”

The Florida Film Festival is a core program of Enzian, a nonprofit organization which exists to entertain, educate, inspire, and connect the community through film. 2010 marks the 19th year of the Festival and Enzian’s 25th anniversary. Combined, Enzian and the Florida Film Festival have served more than 1.5 million guests, premiered thousands of films and hosted hundreds of celebrities including Academy Award winners Paul Newman, Oliver Stone, Christopher Walken and Jon Voight.

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About Nestlé USA

Named one of “America’s Most Admired Food Companies” in Fortune magazine for the twelfth consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2008 sales of \$8.8 billion is part of Nestlé S.A. in Vevey, Switzerland — the largest food company in the world with a focus on Nutrition, Health & Wellness — with 2008 sales of \$101 billion. For product news and information, visit NestleNewsroom.com.

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About Full Sail University

Full Sail University (www.fullsail.edu) has been recognized as an award-winning institution with over 34,000 alumni, and has served as an educational leader for those pursuing careers in the entertainment media industry. Graduate credits include work on OSCAR®, Emmy® and GRAMMY®-winning projects, best-selling video games, and the #1 grossing U.S. concert tours. Full Sail currently offers 29 degree programs and proudly welcomes over 8,400 students from 50 states and 57 countries. Full Sail was most recently named “Best Company” in the 2009 *Orlando Business Journal’s* Reader’s Choice Awards.

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