



PLAY.COM TO SPONSOR THE UK'S 3rd LARGEST FILM FESTIVAL

London, UK – 11th February – Play.com today announced it is the main sponsor of the 24th London Lesbian and Gay Film Festival (LLGFF), which will take place between 17th – 31st March at BFI Southbank.

The LLGFF is one of the highlights of the BFI's annual programme and is a celebration of the continuing creativity in lesbian, gay, bisexual and transgender filmmaking. Running for two weeks, the festival includes the best in international queer cinema, film shorts, insightful documentaries, queer film noir, club nights and much more.

As well as engaging the thousands of visitors at the festival through significant brand presence at the venue, Play.com will use the partnership to bring extensive value to its nine million customers online. Customers will find a dedicated store (www.play.com/bfi), which will host an in-depth catalogue of BFI films and many more World Cinema titles. Following the festival this store will be regularly updated and become a valuable destination for all fans of world cinema.

Jason Mather, Head of Product Marketing of Play.com comments, "We are very excited to be the main sponsor of the 24th London Lesbian and Gay Film Festival which is a truly global festival. The festival is a fantastic showcase of the diverse talent and new creativity within the film industry. Play.com looks forward to another successful festival."

Brian Robinson, Senior Programmer LLGFF, says: "We are delighted to welcome Play.com on board as main sponsor of the London Lesbian and Gay Film Festival. We're both interested in creating relationships with discerning customers who really care about film and entertainment. With Play.com's help we're bringing a dizzying range of films to the big screen from archive classics to award-winning new work and it's a partnership we hope will grow with the festival."

This partnership with the LLGFF is one of a number of programmes that Play.com will be sponsoring this year in association with the BFI, further demonstrating its commitment to film. Other programmes included in the sponsorship are the Paul Newman film season and the Anime Weekender.

Visit www.play.com/bfi to find out more information about the great films on offer and for more information on the 24th LLGFF, please visit www.bfi.org.uk/llgff

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Note to Editors

Please contact a member of the press office should you require further comment from Play.com:

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About Play.com

Play.com is the UK's favourite online entertainment and leisure retailer and recently celebrated its 11th anniversary.

Offering over 11 million different lines of DVDs, Blu-ray , CDs, toys, video games and computing, gadgets, books, electronics, mobile, posters, clothing, and tickets, Play.com is the UK's third most visited online retailer with in excess of seven million customers.

In February 2009, Play.com was crowned the UK's top retailer in The National Consumer Satisfaction Index (NCSI-UK), according to a survey to find out which stores British customers are most satisfied with.

Play.com has recently been named Best Online Retailer in the Which? Awards for the second year in a row, MCV's Best Online Retailer for the fourth consecutive year and has been honoured with the Reader's Retailer Award in the annual awards by Stuff Magazine.

For more information, please visit, www.play.com