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Plano International Festival Corp.

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PLANO INTERNATIONAL FESTIVAL PLANS for 12,000 VISITORS

5th ANNUAL EVENT SET for OCTOBER 10, 2009

***New Feature—International Games; International Art Exhibit
and Green Initiatives Return***

[Plano, Texas; July 20, 2009] Organizers of the Plano International Festival are preparing to welcome 12,000 visitors to the 2009 event, set for Saturday, October 10. Now in its fifth year, the Festival will once again showcase Plano's rich tapestry of cultures through multicultural music and dance performances, cultural displays, international cuisine, children's activities, a Parade of Nations, a naturalization ceremony, an International Art Exhibit and more.

"It is so gratifying to see how the Festival keeps growing," stated Festival president Graciela Katzer. The Festival surpassed its goals in 2008 by attracting record attendance and expanding its scope of attractions. Over 100 cultures were represented, 75 new citizens were sworn in during the naturalization ceremony, and local artists from around the globe displayed original works in the Festival's first International Art Exhibit.

"We are very excited to have our International Art Exhibit again this year," continued Ms. Katzer. "And we're adding another new feature, international games and sports in the children's area." Children will be able to try their hand at games and sports enjoyed by children around the world.

The Festival will again be a green event. In 2008, the Festival diverted over 50% of waste from landfill through a comprehensive Zero Waste program. Attendees will again be asked to sort their trash to aid in this effort.

The Festival is a free, family friendly event that takes visitors on a tour of the world right in downtown Plano. Attendees can witness new citizens being sworn in during a naturalization ceremony, watch multicultural music and dance performances, feast on ethnic cuisine, view cultural displays, and make crafts and play games in the children's workshop area, all while learning about the diverse cultures of the community. Admission and parking are free.

ABOUT the Plano International Festival

The Plano International Festival was conceived by Plano's Multicultural Outreach Roundtable (MCOR) to showcase and celebrate the many cultures represented by the people of Plano. It is designed to promote awareness of cultural diversity and facilitate communication between all cultural groups. It also serves to advance Plano's visibility and standing as an international city. The Festival is sponsored by the Plano International Festival Corporation (PIFC), a 501(c)(3) non-profit organization, and is underwritten by the City of Plano. Sponsors of the 2009 Festival include DART, EDS Credit Union, the Medical Center of Plano, BancCard, L.B. Showalter, Flat World Design, Sundial Technology and Dr. Christopher A. Parr.

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