



For Client Approval / Draft 1
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InterContinental Toronto Centre hosts DPA 2010 Gifting Lounge during TIFF
-- Heart of downtown luxury opens doors to A-list attendees to premiere prestige brands --

Toronto, ON. The InterContinental Toronto Centre (www.torontocentre.intercontinental.com) is pleased to partner again with Dubois, Pelin and Associates (DPA) and present the ultra-exclusive DPA 2010 Gifting Lounge during this year's 35th annual Toronto International Film Festival, premiering September 9 – 19th 2010. The DPA 2010 Gifting Lounge is located in the hotel's Presidential Suite -- one of the city's most luxurious venues with a wrap-around terrace that boasts spectacular city skyline views -- and features high-end designer brands, exclusive and one-of-a-kind goods and a host of products to pamper TIFF's biggest stars and their entourages including media, agents and publicists. The 2010 DPA Gifting Lounge at the InterContinental Toronto Centre will be open September 9-17th, from 10am- 6pm every day by appointment only.

Inside the Gifting Lounge, high profile invitees will be treated to an assortment of luxury items including jewelry from MICALLA jewelry & design, FeenieBeadie, ANZIE, Ruby Wow!, Glass Harp Gallery and Susan Hood designs, as well as handbags from Michique, Sodalicious, LouLou Bell handmade and Imperfect Indulgence. High profile visitors will enjoy SwissTEC skincare products and complimentary *Express Refreshers*, a mini-facial treatment perfect for festival night owls in need of a pick-me-up, as well as products from RevitaLash and Sula Paint & Peel nail polish. Additional offerings are from Bathing Belle Swimwear and the latest frocks and blouses from Snowflake by Debbie Sutton, Barbara Bela, turbine by Lisa Drader-Murphy and eva varro international.

Also featured are destination travel packages from Pearl Resorts & Spa in Tahiti and Jumeirah Hotels and Resorts in Dubai. While browsing the lounge, visitors will enjoy Kusmi Teas from Paris at their Tea Bar, fruit beverages from FUZE and the berry company and snacks from Galloping Cow fine foods and Ridiculous by Jill. Lastly, Gifting Lounge guests won't be leaving without Manitobah Mukluks, MARCHON Eyewear, Ann Kaplan's book *If You Don't Laugh, You'll Cry* and a lomography camera, under their arm.

Specializing in international lounges for the stars, DPA is a Los Angeles-based firm that enjoys strong relationships with Hollywood talent, fashion icons, lifestyle tastemakers, high profile brands and the largest film festivals around the world. Toronto's boutique consumer and lifestyle PR firm, The Siren Group Inc., will manage media relations and facilitate on-site visits for top-tier local and international media.

DPA president and CEO Nathalie Dubois-Sissoko expects this year's Gifting Lounge will surpass previous efforts, adding, "Our reputation in the market is for our select offerings and we've become a sought after destination for celebrities with discerning tastes. We're pleased to be back in the deluxe environs of InterContinental Toronto Centre, one of the most desirable locations in Toronto, and I know our guests will be happy too."

About DPA

A veteran in the production of star-studded events, Nathalie Dubois-Sissoko, president and CEO of Dubois, Pelin and Associates (DPA) has proven herself to be exceptionally innovative and successful in the realm of celebrity gift suites. With six major suites in the past year alone, Nathalie and DPA have become an intricate part of almost every major award show or film festival worldwide. Originally from France, Nathalie attributes her success in part to her world travels and the exotic cultural influences of the products she picks for her unique gift suites. Nathalie is also the founder of NDS Films, a new venture specializing in film production.

About InterContinental Toronto Centre

The InterContinental Toronto Centre is a masterpiece of modernism, designed to fulfill every need of the global traveler. The 586-room hotel brings together ideal location, plush accommodations, state-of-the-art technology and meeting facilities and personalized customer service, and features the exceptional Azure restaurant and The Spa – a serene oasis offering a wide selection of treatments. Overlooking scenic Lake Ontario, InterContinental Toronto Centre is also set in the heart of Toronto’s financial, theatre and restaurant districts. The hotel is managed and operated under license by InterContinental Hotel Group, Inc. Direct reservations within Canada and US can be made at 1-800-422-7969 or 416-597-1400 and worldwide reservations can be directed to 1-800-327-0200 or online at www.ictc.ca. For more information, visit www.torontocentre.intercontinental.com.

To book an appointment for the DPA Gifting Lounge, for additional information or to arrange an interview with an ICTC spokesperson, please contact Savi Pannu, Danika Lochhead or Susan Willemsen at The Siren Group Inc. Tel: 416-461-5270. Fax: 416-778-9047. E-mail: info@thesirengroup.com or www.thesirengroup.com.