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CANADIAN FILMMAKERS FESTIVAL ANNOUNCES 2007 AWARD WINNERS

TORONTO March 26th, 2007 – The Canadian Filmmakers Festival (CFF) marks the end of its fourth year with record-high box office sales and numerous sold out screenings at the Varsity and Carlton Cineplex Odeon Cinemas. The Festival, which ran from March 22nd – 25th, 2007, is presented by Schweppes and is the only Toronto film festival dedicated solely to the celebration, advancement and promotion of Canadian film.

Canadian Filmmakers Festival Awards

The Best Feature, Best Short, Reel Canadian Indie, and Best Screenwriting awards in addition to the special jury prizes were selected by a distinguished panel of judges, including director and last year CFF Best Feature winner, Anita Doron (END OF SILENCE); writer/producer Michael Sparaga, winner of the 2006 CFF Audience Choice Award for his film SIDE-KICK; and director Kris Booth (FOR ALL THE MARBLES, SAFE). The People's Pick for Best Flick award was chosen based on ballots cast by Festival filmgoers.

Best Feature Award

The Best Feature Award, presented by key sponsor Schweppes, was given to THE ZERO SUM, directed by Raphael Assaf and written by Armen Evrensel. THE ZERO SUM follows Leonard (Ewen Bremner -- TRAINSPOTTING, SNATCH), a thief responsible for landing his brother in jail. Leonard falls in love with one of his victims, Leah (Sarah Strange -- WHITE NOISE, THE L WORD), and struggles to balance the relationship with his secret life of crime and the secret reason why he must continue on with it.

Best Short Award

The Best Short Award, also presented by Schweppes, was given to WHEN ERMA MADE HERMAN, written and directed by Alana Cymerman. A magical fable about the imperfections of love, WHEN ERMA MADE HERMAN, follows Erma (Janine Theriault) a busy oddball inventor, who cuts out the man in her life when he proves to be too distracting. Left with a large hole in the wall of her home, the incoming breeze awakens her dead grandmother who tells her she must find a man to fill the hole. When Erma makes a new man, the unexpected arises: her invention is now a loving human.

People Choice Award

This year's People's Pick for Best Flick Award, presented by Cineplex Odeon, was given to the feature documentary THE ROAD, directed by Sean Buckley and written by Sean Buckley and Jim Kiriakakis. Shot over a period of five years, THE ROAD follows Syd Vanderpool, a celebrated Canadian boxer as he fights his way from a disheveled training facility in Kitchener, Ontario to the Super Middleweight Championship at Caesars Palace, Las Vegas.

Reel Canadian Indie Award

The Reel Canadian Indie award, presented by William F. White International Inc. honours the film that exemplifies the truest form of independent filmmaking. This year's winner was presented to the short film, THE PERFECTION OF THE MOMENT, written and directed by Corey Lee and based on a story by John Gould. The film offers an unapologetic re-examination of one bad night which unfolds as the narrator walks alone down a deserted city street, is threatened by drunks and called upon to question his own sexuality.

Best Screenwriting Award

Presented by Meridian Artists, the Best Screenwriting Award was given to the short film FILLIDOR, written and directed by Michael Vass. The film follows a bitter feud between two rival

professors which escalates to new levels of cruelty and absurdity when they start demonstrating their conflicting theories about reality on each other's wives.

Special Jury Prizes

This year's special jury prize for Filmmaker to Watch was presented to writer/director/producer Peter Ricq for his animated short film, GLITCH. The Male Achievement in Acting prize was presented to Jefferson Brown for his performances in MOST LIKELY TO and DEAD MARY. The Female Achievement in Acting prize was awarded to Sarah Strange for her performance in this year's Best Feature winner, THE ZERO SUM.

Festival Highlights

One of the Festival's mandates is to help advance the Canadian film industry by promoting Canadian filmmaking talent, providing a venue to feature these films for audiences to view and enjoy. This year, 11 feature and 27 short films (15 screenings all together) from across the country were screened at the Varsity and Carlton Cineplex Odeon Cinemas, with seven sold out shows. The Festival welcomed over 3,000 attendees at screenings, panel discussions and gala parties this year.

The Canadian Filmmakers Festival presenting sponsor is Schweppes. Key Sponsors include: Cineplex Odeon, Delta Chelsea, GJP Advertising, MD Media Inc., 70 Main Street Inc., Meridian Artists, EYE WEEKLY, Playback, William F. White International Inc., Voodoo Highway, Orange Shorts, Buck Productions, Alpha Channel, Toronto.com, Notch, Soho, Screenplay.com, IFC. Contributing Sponsors include: Camerawork, Premiere Insurance Underwriting, Jones Brown Inc., Steam Whistle, Videoscope, Post City Sound, Academy of Realist Art, Andy Pool Hall, and Autogrill. The Festival works in association with Film Circuit, a division of the Toronto International Film Festival Group, and First Weekend Club.

About The Canadian Filmmakers Festival

The Canadian Filmmakers Festival is devoted to the celebration, promotion and advancement of Canadian filmmaking talent. By exclusively featuring Canadian films, its goal is to provide filmmakers with valuable showcasing and networking opportunities and to offer the public homegrown productions to view and enjoy. Held annually in downtown Toronto theatre locations the Festival showcases short and feature films and also includes opening and closing galas, parties, panels and other meet-and-greet sessions. The Festival is presented by Schweppes and works in association with Film Circuit, a division of the Toronto International Film Festival. For more information please visit The Canadian Filmmakers Festival Web site at: www.canfilmfest.ca.

About Cadbury Beverages Canada Inc.

Based in the Toronto area, Cadbury Beverages Canada, Inc., is part of Cadbury Schweppes Americas Beverages (CSAB), a subsidiary division of London-based Cadbury Schweppes plc (NYSE: CSG, LSE: CBRY). CSAB is one of the largest producers of soft drinks and premium beverages in the Americas. In addition to Schweppes, the company's other major Canadian brands include Canada Dry, C Plus, Crush, Mott's, Mott's Clamato, Snapple and Hawaiian Punch. Cadbury Schweppes is a major global manufacturer, marketer and distributor of branded confectionery and beverage products in nearly 200 countries, with a history dating back more than 220 years.

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