

Hartford Jewish Film Fest iPhone App Launches

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Mandell JCC's Hartford Jewish Film Festival Premieres New Free iPhone app; 30 Films, Concerts and Events Featured in Apple iTunes Store.

(West Hartford, CT., February 23, 2010) The March 13-23, 2010 Mandell JCC Hartford Jewish Film Festival is premiering a new social media production of its own. With the release this week of an exclusive new iPhone app, the 14th Annual Mandell JCC Hartford Jewish Film Festival (www.hjff.org), is reaching new audiences for its thirty international films via the Apple iTunes marketplace.

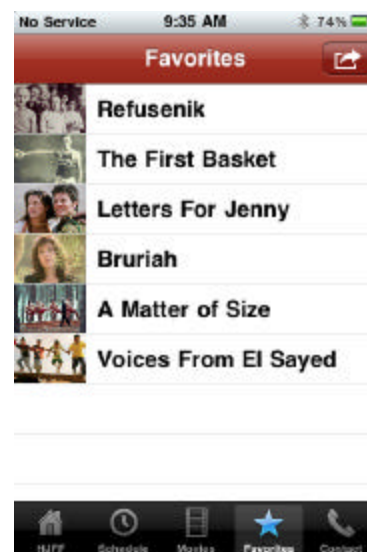
The film festival iPhone app was created by iDoTouch.com, a Massachusetts' based company. President and Founder David Dobin, an attorney, is a 2010 fellow in the Combined Jewish Philanthropies/PresenTense Boston Social Entrepreneur Fellowship. His company addresses the challenge of connecting Jewish organizations with individual members of the Jewish community through the innovative use of mobile technology and the Internet.

About the HJFF iPhone App v1.0

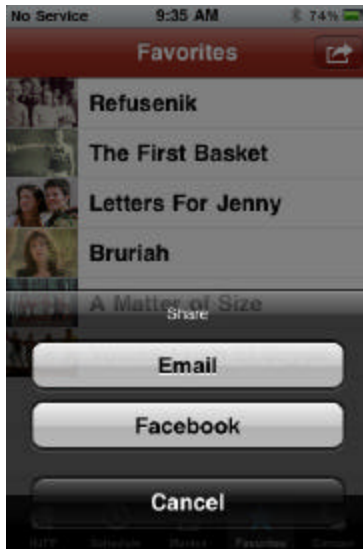
The Mandell JCC's Hartford Jewish Film Festival app has an interface designed by iDoTouch.com with graphics created by Steve Evans of Ledger Publications, West Hartford. Users can view the festival schedule, read about the movies, maintain a list of favorite movies, view online trailers, call the box office from within the app, and share their favorites with friends and family via email or Facebook. The app is available for free in the App Store at <http://itunes.apple.com/us/app/hjff-hartford-jewish-film/id356181781?mt=8>. View a video of the app in action at <http://www.iDoTouch.com>.

About iDoTouch.com

President and Founder David Dobin, an attorney, taught himself how to write code, formed a new company and published a number of apps on the iTunes App Store. The inspiration for his venture, iDoTouch.com, comes from his two sons, Alexander, 2, and Abraham, 1, whom he often has to instruct, "Do NOT Touch! For



more information about the CJP/PresenTense Boston Social Entrepreneur Fellowship visit www.bostonfellowship.com. To learn more about producing an iPhone App for film festivals and special events, contact David Dobin at ddobin@iDoTouch.com.



About the Mandell JCC Hartford Jewish Film Festival

The 14th Annual Mandell JCC Hartford Jewish Film Festival features 30 Jewish-themed dramas, comedies, family features and documentaries from eight countries, plus receptions, a children's opera, live concert accompanying a silent Jewish film, Reel Talk panels and a special night of short films devoted to the Holocaust. The Festival, in seven Greater Hartford venues, is presented by the Mandell JCC with partners the Wadsworth Atheneum Museum of Art, Maurice Greenberg Center for Judaic Studies and The Hartt School, University of Hartford, West Hartford. For more information visit www.hjff.org or contact the Box Office, 860-231-6316, Mandell JCC, Zachs Campus, 335 Bloomfield Ave., West Hartford, CT 06117.