June 8, 2010

BFC Financial
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BFC Financial Corporation to Host Investor Luncheon Meeting in San Francisco, California

FORT LAUDERDALE, FL--(Marketwire - 06/08/10) - BFC Financial Corporation (Pinksheets:BFCF) announced today it plans to host an investor luncheon meeting in San Francisco, California. Mr. John Grelle, Chief Financial Officer, will give a corporate presentation to investors, followed by a question and answer session.

BFC, the Florida-based holding company that invests in and acquires diverse operating businesses, plans to host its investor luncheon meeting on Monday, June 14, 2010, from 1:15 p.m. PDT to approximately 2:15 p.m. PDT at the Ritz Carlton, located at 600 Stockton, San Francisco.

Reservations are required. To RSVP, please contact: Liz Olson, 877-MY GUEST (877-694-8378) or LizOlsonTIC@aol.com. Reservations can also be made by contacting BFC's Investor Relations department at 954-940-4994.

For further information, please visit our website at: www.BFCFinancial.com. To receive future news releases or announcements directly via email, please click on the Email Broadcast Sign Up button.

About BFC Financial Corporation: BFC Financial Corporation (Pinksheets:BFCF) is a diversified holding company whose principal holdings include a controlling interest in BankAtlantic Bancorp, Inc., a controlling interest in Bluegreen Corporation, and a non-controlling interest in Benihana, Inc.

Matters discussed in this document may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Actual results could differ materially from those contemplated, expressed, or implied by the statements contained herein.

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