

**BFC**  
**Financial Corporation**

BFC Financial Corporation  
1750 East Sunrise Boulevard  
Fort Lauderdale, FL 33310-5403  
(954) 760-5200

June 17, 2003

Dear Shareholder:

I am pleased to advise you of two important actions by your Board of Directors. First, the BFC Financial Corporation Class A Common Stock has been listed on the NASDAQ National Market System. Second, a fifteen percent (15%) common stock dividend of Class A common stock has been declared for each share of Class A and Class B common stock.

These additional shares have been issued as Class A common stock regardless of the class of common stock ("Class A common stock" and/or "Class B common stock") you may own. The enclosed Class A common stock certificate represents shares equal to 15% of your common stock holdings, payable June 17, 2003. Retain your existing certificates as they continue to be valid.

This dividend should be treated as a tax-free dividend for income tax purposes and no income tax is due upon receipt of the additional shares. For purposes of allocating the cost of your shares, including the additional shares, a worksheet is attached for shareholders receiving Class A shares relating to their ownership of Class B shares. Your new cost basis per share will result in a lower cost basis per share. In each case your original total cost prior to receipt of the additional shares must equal the reallocated cost of the total original and additional shares received. You should consult with your tax advisor regarding your individual tax situation.

BFC Financial Corporation Class A Common Stock is traded on the NASDAQ national market system under the symbol "BFCF". BFC Financial Corporation Class B Common Stock is traded on the OTC bulletin board under the symbol "BFCFB". Shares of Class B Common Stock can be converted to the NASDAQ listed Class A shares on a share for share basis by sending your Class B shares in to our transfer agent, American Stock Transfer and Trust, 55 Maiden Lane, New York, New York 10038 requesting this exchange. If the shares are held in a brokerage account, your Class B Common Stock can be converted to the NASDAQ listed Class A shares by contacting your broker.

We wish to thank you for the confidence and support you have placed in our Company. We will continue our efforts to enhance the value of the shares you hold.

Sincerely,



Alan B. Levan  
President

Enclosures

**BFC Financial Corporation  
Basis Calculation Worksheet  
June 3, 2003 Stock Dividend**

Enter previous cost basis of Class B Common Stock on which the dividend in Class A shares is received		(1)
Multiply by	0.1456	
Cost basis of new Class A shares		(2)

Enter previous cost basis of Class B Common Stock on which the dividend in Class A shares is received		
Less cost basis of new Class A shares (2)		
New cost basis of Class B shares		

**Example**

Enter previous cost basis of Class B Common Stock on which the dividend in Class A shares is received	12,000.00	(1)
Multiply by	0.1456	
Cost basis of new Class A shares	1,747.20	(2)

Enter previous cost basis of Class B Common Stock on which the dividend in Class A shares is received	12,000.00	
Less cost basis of new Class A shares (2)	(1,747.20)	
New cost basis of Class B shares	10,252.80	