



BFC Financial Corporation To Hold Investor After Market Dinner Meeting In New York City

FORT LAUDERDALE, FL, -- October 7, 2004 -- BFC Financial Corporation (NASDAQ: BFCF) today announced its upcoming Investor After Market Dinner Meeting in New York City.

Phil Bakes, Managing Director of BFC Financial Corporation, ("BFC") will give a corporate presentation followed by a question and answer session.

The Investor Dinner Meeting will be held on Wednesday, October 13, 2004 from 4:30 p.m. to approximately 6:30 p.m. at the Manhattan Club, located at 800 Seventh Avenue (at 52nd street above Rosie O'Grady's). RSVP's are required. To RSVP, please contact Bill Noe at 212-331-8291, or reply by email to famms1@gmail.com.

The presentation discussed at the Investor Dinner Meeting will be available at the Investor Relations section of BFC's website; www.BFCFinancial.com. Copies of the presentation can also be received via email, fax or postal service by contacting BFC's Investor Relations department at the address provided at the end of this release.

About BFC Financial Corporation:

BFC Financial Corporation (NASDAQ: BFCF) is an emerging and diversified holding company that invests in and acquires private and public companies in different industries. **BFC's** current holdings include a minority interest in the renowned national restaurant chain, **Benihana, Inc.** (NASDAQ: BNHN) and interests in an array of businesses, including: **BankAtlantic Bancorp** (NYSE: BBX) and its subsidiaries, BankAtlantic and Ryan Beck & Co.; and **Levitt Corporation** (NYSE: LEV) and its subsidiaries including Levitt and SonsTM and Core Communities, as well as Levitt Corporation's 36% ownership in Bluegreen Corporation (NYSE: BXG). **BFC's** direct and indirect diverse ownership interests span a variety of business sectors, including consumer and commercial banking; brokerage and investment banking services; homebuilding; development of master-planned communities; the hospitality and leisure sector through the development, marketing and sales of vacation resorts on a time-share, vacation club model; and the restaurant and family dining business.

For further information, please visit our websites at: www.BFCFinancial.com

To receive future news releases or announcements directly via Email, please click on the Email Broadcast Sign Up button on www.BFCFinancial.com.

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Matters discussed in this press release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein. In addition to the risks and factors identified above, reference is also made to other risks and factors detailed in reports filed by the Company with the Securities and Exchange Commission.