

**BFC Financial Corporation to Hold  
Investor Luncheon Meeting in Washington, D.C.**

FORT LAUDERDALE, FL, -- December 3, 2004 -- BFC Financial Corporation, (NASDAQ: BFCF) today, announced its upcoming Investor Luncheon Meeting in Washington, D.C.

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

The Investor Luncheon Meeting will be held on Monday, December 13<sup>th</sup> from 12:00 Noon to approximately 1:15 p.m. at The University Club, located at 1135 16<sup>th</sup> Street, NW, Washington D.C. **To RSVP, please call The Investor Connection at 1-888-977-9766.**

The presentation discussed at the Investor Luncheon Meeting will be available at the Investor Relations section of BFC's website: <http://www.bfcfinancial.com/investor/presentation/>. 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**

**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 **BankAtlantic Bancorp** (NYSE: BBX) and its subsidiaries, **BankAtlantic** and **Ryan Beck & Co.**; **Levitt Corporation** (NYSE: LEV), which includes its subsidiaries **Levitt and Sons**<sup>TM</sup> and **Core Communities**; Levitt Corporation's 36% ownership in **Bluegreen Corporation** (NYSE: BXG), as well as a minority interest in the renowned national restaurant chain, **Benihana, Inc.** (NASDAQ: BNHNA). **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 website at: [www.BFCFinancial.com](http://www.BFCFinancial.com).

*To receive future news releases or announcements directly via Email, please click on the Email Broadcast Sign Up button at [www.BFCFinancial.com](http://www.BFCFinancial.com).*

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