

Agency Contact:
Netra Ghosh
Wall Street Communications
Tel: +1 801-266-0077
E-mail: netra@wallstcom.com

Offhollywood Contact:
Mark Pederson
CEO
Tel: +1 212-260-8400
E-mail: mark@offhollywoodpictures.com

For Immediate Release

Offhollywood South Launch Brings Advanced Motion Picture Production/Post-Production Services to Louisiana

Baton Rouge Company Offers Wealth of Experience, Latest Technologies, and End-to-End Production/Post-Production Services to Popular Production Market

NEW YORK — Jan. 27, 2009 — Leading digital cinema company Offhollywood announced today that it has officially launched Offhollywood South in Baton Rouge, La. The company will offer advanced end-to-end motion picture production and post-production services, backed by expertise in the latest digital technology offerings. Offhollywood also plans to introduce services in London later on in 2009.

Louisiana has a history of artistic creativity and offers a 25 percent tax credit on in-state motion picture production expenditures exceeding \$300,000. Providing state-of-the-art facilities, proven talent, and cutting-edge technologies, Offhollywood South will allow filmmakers to take advantage of the state's attractive production environment while enjoying the highest-quality services provided by the Offhollywood brand.

Offhollywood South offers the latest gear and technical know-how to establish smooth end-to-end digital workflows, along with avant-garde facilities including a 6000-square-foot sound stage, 5 edit suites, 6 visual effects suites, and a DI color grading suite. The company is a collaborative venture by co-owners Mark L. Pederson, CEO of Offhollywood in New York City, and Greg Milneck, founder and creative director of DIGITAL FX. Both companies were early testers and adopters of RED ONE™ digital 4K cameras, and continue to track and apply emerging technologies to production and post-production. Offhollywood currently maintains the largest inventory of RED digital cinema cameras on the East Coast.

More...

“With its unique culture and diverse range of locations and environments, Louisiana has a great deal to offer the feature film industry,” said Milneck. “With our facilities and capabilities, Offhollywood South will give filmmakers a one-stop shop for all of their production needs. And, given our experience working with the state tax credit, we also can ease that process and help productions to move ahead more rapidly.”

“Greg has been associated with the post-production business in Louisiana for 25 years, and our joint launch of Offhollywood South brings together a wealth of experience, the most advanced technologies, and the best facilities in Louisiana and the Gulf Coast region,” said Pederson. “Greg works with the very best local crew in the state of Louisiana and has also been working with the tax incentives since they were initiated. Combining our rolodexes and resources gives producers unmatched leverage in the state. Following New York and Los Angeles, Louisiana is the third-largest market in the U.S. for film production. Offhollywood South is the first local company to offer the robust service and high standard of quality suited to the state’s active production environment.”

Sherri McConnell, executive director of Louisiana Entertainment at the department of Economic Development, “The state has cultivated a thriving motion picture industry by offering progressive incentives and cultivating widespread support from our business community. The expansion of Digital FX and Offhollywood South is a true example of this synergy. This is another positive economic development for our motion picture industry and we look forward to seeing its contribution to our productions.”

Offhollywood returned last week from the Sundance film festival after providing advanced production/post-production technologies and services for “Toe to Toe” and “Mystery Team,” two feature films with premieres at the Festival. The company also provided RED-centric post-production services for “Rosencrantz and Guildenstern Are Undead,” which premiered at the concurrently running Slamdance Film Festival. Last year the company celebrated their post-production work on “Frozen River” which won the 2008 Dramatic Grand Jury Prize title. It has since been nominated for a 2009 Independent Spirit Award and was just recently nominated for two Academy Awards.

###

More...

About DIGITAL FX

DIGITAL FX is one of the largest full-service independent production studios in the Gulf South. The company has grown from a 1,500-square-foot single-edit-suite post house to a multi-million dollar full-service studio with multiple edit, design, and animation suites, plus complete production studios. Digital FX specializes in commercial production and visual effects work for broadcast and features for clients ranging from Fortune 500 companies, Hollywood studios and advertising agencies. More information is available at www.digitalfx.tv.

About Offhollywood

Offhollywood is a digital cinema company based in New York. An early adopter and innovator, Offhollywood is steeped in emerging technologies, R&D, and cutting-edge production and post-production techniques. Actively partnering with leading hardware and software vendors, Offhollywood is tapped both by major studios and independent producers to tackle the most challenging projects. A leader in 4K digital cinema services, Offhollywood has been providing RED ONE 4K cameras, technical support, workflow, and post-production services since the first RED cameras were released. Since its founding by Mark L. Pederson and Aldey Sanchez in 2003, Offhollywood has provided production, editorial, color grading, and finishing services to scores of feature, television, and commercial projects. More information is available at www.offhollywooddigital.com.