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For Immediate Release

Offhollywood Returns to Park City With Three Indie Pics

Provides Innovative Production Solutions, Technical Support, Workflow Design, and Post-Production Services for Sundance and Slamdance Entries

NEW YORK — Jan. 13, 2009 — Leading digital cinema company Offhollywood is off to Park City, Utah, this week for the Sundance Film Festival premiere of indie films "Toe to Toe" and "Mystery Team," both finished at the company's New York facilities, and for the Slamdance Film Festival premiere of "Rosencrantz and Guildenstern Are Undead." The latter film, a horror comedy starring Jake Hoffman — the son of acting legend Dustin Hoffman — and Ralph Macchio, was produced in association with Offhollywood's co-production arm.

For all three films, Offhollywood supplied RED ONE™ digital 4K cameras and technical support, designed a digital workflow for post-production, and performed color grading, conform, reviews/edits, playback, and final finishing. Screening of entries for both Sundance and Slamdance begins Jan. 15.

"Fantastic image quality, significant cost savings, and accelerated workflow make the 4K RED format a great choice for independent films," said Offhollywood CEO Mark L. Pederson. "We specialize in tailoring the use of RED cameras and other cutting-edge digital technologies to the creative goals and budget of a production. Whether the film is a compelling drama, like 'Toe to Toe,' or the first feature film from an up-and-coming comedy troupe, we offer filmmakers the tools, the talent, and the technical expertise required for the highest standard of production — from conception to completion."

"Toe to Toe," by director and screenwriter Emily Abt, is among the 16 independent feature films, selected from 1,026 entries, in the U.S. Dramatic Competition. The film tells the story of a love/hate relationship between two senior girls at a competitive Washington D.C. prep school. One is a privileged, but troubled, white girl and the other an African American scholarship student from one of Washington's poorest areas.

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“Mystery Team,” by director Dan Eckman and screenwriters Dominic Dierkes, Donald Glover, and DC Pierson, will be featured at Park City at Midnight. The comedy centers around a trio of high school kids who attempt to solve a double murder to prove — before they graduate — that they can be real detectives.

Offhollywood is generating buzz at Sundance this year, returning after having completed post-production on last year’s Sundance 2008 Dramatic Grand Jury Prize Winner, “Frozen River,” now nominated for the 2009 Independent Spirit Awards. In working with independent features, including some very financially challenged films, Offhollywood’s forte is in finding creative and cost-effective ways to apply new technologies to its many ongoing projects.

Note to editors: *The company will share details in a separate release, later this week, on the expansion of its facilities, services, talent, and additional technology investments as it launches its new Louisiana-based facility, Offhollywood South.*

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About Offhollywood

Offhollywood is a digital cinema company based in New York City. 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.