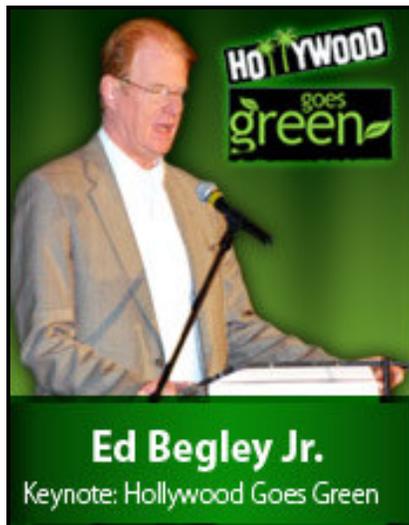


Hollywood Goes Green

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Hollywood is going green these days from Movie



Stars to Movie Studios who are beginning to use renewable energy, offsetting the carbon emissions that has polluted the California environment for years. As it turns out, according to a recent UCLA study, California's film industry is the state's second largest polluter (next to the oil industry).

The fact is that that movie and TV production is a gritty industrial operation, consuming enormous amounts of power to feed bright lights, run sophisticated cameras, and feed a cast of thousands." Overall it appears that Hollywood Glitz is the pits for the envi-

ronment.

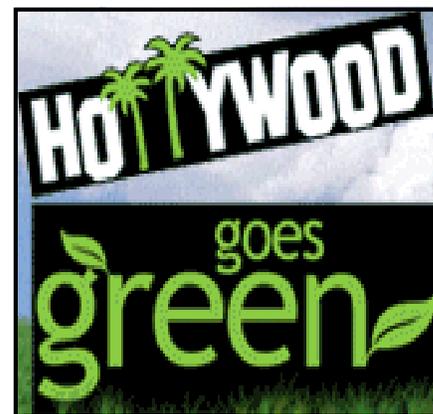
To help offset production waste, some studios have begun recycling studio sets materials by donating its steel & lumber for low income housing projects.

In the beginning of December 2007 a Hollywood Going Green Summit Convention was held, it was the first of its kind. All industry members including SPAR Studio Merchandising clients were urged to participate in taking action towards the Green initiative. The next scheduled Going Green Summit will be held this month, June 2008.

NBC Universal Studios has taken the lead in implementing Green business practices labeled "Get on Board" which has been led by NBC Universal President and CEO Jeff Zucker. Universal is committed to being one of the most environmentally conscious companies in the industry and has instituted environmentally advanced productions, film content that educates and informs the audience, focus on internal energy efficiency, and green incentives for

employees and their communities.

In home entertainment all DVDs distributed by Universal Studios Home Entertainment and Universal Pictures International Entertainment will carry messaging about going green. In addition, USHE has adopted the use of several groundbreaking environ-



mentally conscious packaging and display products.

With overall benefits to the environment and a nationwide focus on Going Green actions, these are just the first of many industry changes to come in Hollywood.

Sources:

http://www.nbcuni.com/About_NBC_Universal/In_the_News

<http://www.hollywoodgoesgreen.com>
