

# Occidental Entertainment Newsletter

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## Message From The CEO



Craig C. Darian  
CO-Chairman & CEO

*Many of you have heard me say - "I have a very large windshield and a very small rear view mirror. If I like what's in the past, I'll bring it along for the ride. If not, I leave it in the road." Easier said than done - I know. But as we embark upon another New Year, it's wisdom worth remembering.*

*The challenges we've all faced in the aftermath of 2008 have been significant, notwithstanding the fact that our company has been very fortunate to withstand adversity. 2011 was yet another year of economic hardship for many within the entertainment industry and real estate community...; and yet it was also a year in which valuable lessons were learned.*

*Perhaps the biggest lesson of all is that the cycles and predictors of the past are not reliable factors for predicting the future. Technological advances are now accelerating at an extraordinary pace...; and the globe is getting smaller all the time. The relationship between technology and globalization are game-changers...; and for companies such as ours, and those we serve, the view must be on emerging trends, emerging markets, and new opportunities for doing business.*

*To be sure, this does not mean that we will abandon our core business, or the fundamental principles upon which our business was built in the past. Rather, it simply means that we are called upon to look further down the road and anticipate what lies ahead.*

*While others are cursing the rain, let us all continue to be the ones to search for the rainbow. Faith, optimism, and visionary management will all be key ingredients for success in the New Year. May 2012 be a year of good health, good fortune, and a collaboration of talent that never loses sight of the fact that we are all in this together.*

CRAIG

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## Chinese Company Visits Occidental Studios



Shellee Smith and Craig Darian

## Jiangsu Broadcasting Corporation Visits Occidental's New Stage!

Earlier this month, Occidental Entertainment Group hosted 40 senior executives from China-based Jiangsu Broadcasting ("JSBC") and its subsidiary, Blue Ocean Cinemas. Occidental Entertainment Group's Co-Chairman & CEO, Craig Darian, welcomed the guests and opened the day-long seminar with a discussion on the relationship between technology and globalization. According to Mr. Darian, who is also CEO of Tricolor Entertainment - which own theaters in Asia and has distributed more than 100 major studio feature films abroad - **"Opportunities for bilateral global relations will grow in direct proportion to the speed, cost and efficiency of technology... China is the New Frontier."**

International News Correspondent for CBS and NBC, Shellee Smith, served as Moderator and introduced the panel of experts. Former President of USA Networks, Rod Perth, discussed the business and creative sides of the television industry. Former Universal Pictures VP, Peter Saphier, who secured the rights to "Jaws," discussed story development from the perspective of a studio executive. Former Lucas Film VP and Producer of "Raiders of the Lost Ark," and "Return of the Jedi," Howard Kazanjian, discussed feature film production from the producer's perspective. Randal Kleiser, whose many credits include "Grease" and "Blue Lagoon," discussed the differences between directing studio features and independent features. And Hollywood Global Studios President, Emile Razpopov, discussed the post production process and international formats.

Craig Darian, whose many distribution credits include "King Kong," "Pirates of the Caribbean," and "Mission Impossible," ended the seminar with a lecture on film financing structures and the relationship with distribution. JSBC's President, Zhou Li said: **"I was so pleased and surprised to hear from such an illustrious group of speakers. This was truly an informative experience on an amazing Hollywood stage!"**



Craig Darian With Jiangsu Broadcasting President Zhou Li

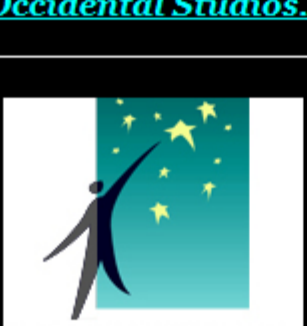
About - Jiangsu Broadcasting Corporation ("JSBC") was Awarded China's Top 30 Cultural Enterprises, and JSBC now ranks second among all provincial-level media groups. It has also been listed among "China's 500 Most Valuable Brands" by World Brand Lab for eight consecutive years, with its brand value reaching 1.1 billion USD in 2010, ranking the first among all provincial-level broadcasting corporations.

[More...](#)

About - Blue Ocean Cinemas: A unit under Eudemonia Blue Ocean TV & Movie Group Ltd, a wholly-owned subsidiary of Jiangsu Broadcasting Corporation (JSBC), Jiangsu Eudemonia Blue Ocean Cinema Development Co., Ltd. was founded especially to develop and operate cinemas. Eudemonia Blue Ocean TV & Movie Group, Ltd owns several wholly-owned or shareholding subsidiaries covering a wide range of businesses including film production, film research, film presentation, movie and television bases, etc. [More...](#)

With competitive pricing, high quality facilities, and superior service, Occidental Studios is helping to keep production in Los Angeles!

[More About Occidental Studios...](#)



Lighting & Grip Services For Every Production!

5 Million Dollars of State-Of-The-Art Equipment and Expanding...

Whether a long-running TV series, a challenging feature film, or simply a one day shoot, Occidental Lighting & Grip will approach your project with the same degree of focus and professional support that your production deserves. We strive to meet the ever-changing demands of your production by offering top notch service.

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## Happy 80th Birthday Albert Sweet!



Council President Eric Garcetti and Albert Sweet

More than 120 guests, including many family members and long-time friends, joined Albert Sweet at his Malibu estate as he celebrated his 80th Birthday.

Mr. Sweet was honored by the presence of Los Angeles City Council President, Eric Garcetti, and other distinguished guests from KCET, St. Anne's, Jr. Blind of America, Hadassah, American Technion Society, and three of his Rabbi's. Everyone was entertained by a surprise visit from "Marilyn Monroe," who read some hilarious congratulatory notes from several high-ranking people. She then sang a sultry version of Happy Birthday that had Mr. Sweet blushing like a 13-year old boy.



Marilyn Monroe

Mr. Sweet's son, Ron Sweet, offered the toast. And his business partner, Craig Darian, thanked the crowd, wished Mr. Sweet a happy birthday, and introduced Council President Eric Garcetti. Mr. Garcetti praised Mr. Sweet for his philanthropic work and years as a community leader, and then presented him with a Congratulatory Citation that was signed by the Mayor and all members of the Los Angeles City Council.

As a Philanthropist, Mr. Sweet is active in numerous civic, political, and charitable endeavors. These include: Technion - Israel Institute of Technology, KCET, Hebrew University, Planned Parenthood Los Angeles, Junior Blind of America, Birthright Israel, Hasbara Fellowships of Aish HaTorah, Venice Family Clinic, Jewish Federation Council, JETS - Jewish Educational Trade School, Southern Poverty Law Center, United Negro College Fund, and many more. Mr. Sweet's dedication has always been to humanitarian causes that affect people of all backgrounds and faiths.

## Recent Productions At Occidental Studios

"Sons of Anarchy" recently completed its fourth and most successful season shooting at Occidental Studios. It is the highest rated series ever on FX and has already been renewed for a fifth season of 13 episodes.

Paramount's "My Mother's Curse" wrapped production at Occidental Studios and is currently in post production. The feature film comedy, starring Barbara Streisand and Seth Rogen, is set to be released in theaters in 2012.



Consistent with the enormous effort put forward by Occidental in the making of our unique and proprietary virtual shooting venue called the "SmartStage," the company is close to unveiling our new "SmartStage 2.0." Located at Occidental's Stage 12 on Mansfield in Hollywood, this new facility will not only deliver high performance HD real-time virtual compositing, but will usher in a new capability we call The On-The-Lot-Solution. This technology, when perfected, holds the promise of dramatically reducing or even eliminating location shooting.

This new facility will reacquire our clients to our Occidental Technologies Group, which remains a source for new tools and methods that greatly advance the task of storytelling. Be looking for more news about our new "SmartStage 2.0" facility and its availability.

Contact:

Ricky Stoutland, President

Occidental Studios  
213-384-3331

## Production Offices "For Lease"

The SWEETEST Suites in Hollywood!

Prime Location!



1136 N. Highland Avenue Hollywood

High Identity, Great Street Frontage, Exposure and Signage. Located in the heart of the Hollywood Media District, 1136 North Highland hosts 8,500 square feet with an attached gated 29-car parking lot. The building features a sound stage and production offices encased in brick walls with a bow truss ceiling. Owner will participate in any creative office use conversion.

## Looking For Your Own Mini-Campus?



1111 North Las Palmas is the place with two 2-story creative buildings, consisting of nearly 5,400 square feet in a 21-car gated parking lot. Mid-Century designed front, the building floods with natural sunlight and an open flexible ground floor. The second floor has four offices, kitchen and a full bath. Rear building is ideal for production and/or editorial space. The property is divisible.

[For More Availabilities...](#)

Contact:

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Leasing & Acquisitions  
Albert Sweet Development  
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## Occidental Studios Getting Real With Reality TV

Although Occidental's core business over the years has been TV series, feature films and commercials, we've recently worked with several network reality shows at our Los Angeles based studio facilities. Two popular reality shows are currently occupying one of Occidentals newly acquired production centers on Balboa Boulevard.

As is the custom at Occidental studio campuses around the Hollywood and LA area, we've recently added automatic gates at the new lot. Since secrecy and surprise are especially vital to the success of any reality show, Occidental has created a secure, enclosed mini-lot to better meet the needs of their production clients.

## Prop Services West

Where you can shop for PROPS on-line 24 hours a day!



Penny Pincher

## Two Fabulous Locations, One Great Company!



Contact:

Gary Lustgarten, Vice President  
Sales & Marketing

7017 Santa Monica Boulevard Hollywood, CA

323-461-3371

[More...](#)

## Studio Packages Available

As you consider the needs of your next project, think of Occidental Entertainment Group Holdings, Inc. Our team of professionals are here to serve you! For more information and to inquire, please call 323-464-0055.

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