



Occidental Entertainment Newsletter

www.OccidentalEntertainment.com

July 2011

Issue No. 4

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Message From The CEO



*"The slow and steady turtle never wins the race....
It is the cocky and lazy rabbit who loses the race.
The moral of the story - Don't squander your assets,
or take successful outcomes for granted."*

Craig C. Darian
Co-Chairman & CEO

This seems to be a timeless message worth remembering -- whether you're an individual working on a small project.... or the State of California believing that Hollywood will always be the center where motion pictures and television series will be produced.

The competitive dynamics of the marketplace are like none we've seen before... not simply because of an overall downturn in production, but because other states are offering far more generous tax credits and other incentives in a continuing effort to lure productions away from Hollywood (I use this term in the generic sense, not merely the geographic sense). Although California's legislature has begun to wake up to what stands to be a daunting and irreversible trend, the incentives offered are not nearly commensurate with what other states are offering, or equal to the importance of our industry in the context of California's economic well-being.

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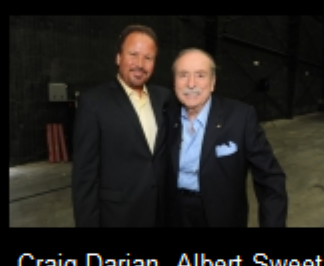
Occidental Entertainment's Ribbon-Cutting Hollywood's Oldest Studio Gives Birth To A New Soundstage



Council President Eric Garcetti, Co-Chairmen: Craig Darian, Albert Sweet

Council President Eric Garcetti was present for the Ribbon Cutting on Monday, June 20th. In a statement he said that this "new soundstage will help us reaffirm Los Angeles as the world's entertainment capital and help keep our city working."

Occidental Studios built in 1913, and located at 201 North Occidental Boulevard, is the oldest continuously operating studio in Hollywood with roots that connect to some of the film industry's most well-known pioneers, including Cecil B. De Mille, D.W. Griffith, and Mary Pickford, who worked at the studio as an actress and filmmaker in its early years.



Craig Darian, Albert Sweet

Combining the feel of old Hollywood with a new soundstage gives this studio the best of both worlds. Since being acquired in 1990 by Occidental Entertainment Group's Founder, Albert Sweet, the 3 1/2 acre gated studio has been completely renovated in the past two decades and houses three other sound stages a cluster of bungalows and roughly 35,000 square feet of production offices and abundant parking for large scale productions - with room to grow...

On Our Main Lot:



201 North Occidental Boulevard
Hollywood, CA

Hollywood's newest, sound stage is 14,000 square feet, 54 feet high, and includes another four floors of 6,000 square feet high end office space, hair & make-up facilities, dressing rooms, production offices, kitchens, conference rooms, totaling 20,000 square feet in this four story production center.

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The announcement of Occidental's new Stage One comes on the heels of Occidental's recent acquisition of another major production facility located at 7700 Balboa Boulevard in Van Nuys, which includes a 33,000 sq.' sound stage with substantial office space and parking on a 2 1/2 acre lot. This newly renovated studio - has been host to several TV series and is presently home to the new Barbara Streisand and Seth Rogen feature for Paramounts "MY MOTHER'S CURSE" movie.

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

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

Contact:

**Ricky Stoutland,
President**

Occidental Studios
[213.384.3331](tel:213.384.3331)

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Penny Pincher

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Studio Owner Bets On TV, Film Resurgence

Article By Los Angeles Business Journal



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Historic Hollywood Studio Is Updated With New Soundstage

Article By Los Angeles Times



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Article By Wall Street Journal

Hollywood's Occidental Entertainment Group just added a \$12 million new stage to an iconic Hollywood lot that dates back to 1913.

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Co-Chairman Honored Again!

Albert Sweet Honored For The Third Time This Year!



Albert Sweet
Receives
Honorary Fellowship

Founder and Co-Chairman of Occidental Entertainment Group Holdings, Inc., **Albert Sweet**, was honored earlier this year from The internationally known "Hadassah Hospital" in Israel and locally from "St. Anne's". In June he was honored by the **American Technion Society**, home to Israel's innovative scientists, engineers and entrepreneurs and its **Nobel laureates** in science.



[Technion University](#)

Known as "Israel's MIT," the Technion has earned a worldwide reputation for its pioneering work in electronics, medicine, information technology, biotechnology, autonomous systems, materials engineering and aerospace.

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The SWEETEST Suites in Hollywood!

Contact:

**Gail Wong,
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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 [323.464.0053](tel:323.464.0053).

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