



## PRESS RELEASE - JUNE 10TH 2009

### PSW RETURNS TO HOLLYWOOD

INDUSTRY PROP HOUSE, PROP SERVICES WEST (“PSW”), IS EXPANDING ITS OPERATIONS WITH A RETURN TO HOLLYWOOD, ANNOUNCED PARENT COMPANY CEO, CRAIG DARIAN.

FOUNDED IN 1978 BY SET DECORATOR BILL HARP AND ART DIRECTOR CHUCK MURAWSKI, PSW HAS LONG BEEN A FAVORITE AMONG SET DECORATORS, PRODUCTION DESIGNERS, ART DIRECTORS AND PROP MASTERS, HAVING SERVICED COUNTLESS TELEVISION PRODUCTIONS, FEATURE FILMS AND COMMERCIALS DURING THE PAST THREE DECADES.

AS A DIVISION OF OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS DURING THE PAST FIVE YEARS, PSW HAS STEADILY EXPANDED ITS INVENTORY OUTGROWING ITS PRESENT 40,000 SQ.' LOS ANGELES-BASED LOCATION. THE L.A. LOCATION WILL CONTINUE OPERATING AS USUAL IN CONJUNCTION WITH THE NEW HOLLYWOOD SITE, WHICH WILL BE LOCATED AT 7017 SANTA MONICA BOULEVARD, BETWEEN HIGHLAND AND LA BREA.

SET TO OPEN ON JUNE 15, 2009, THE HOLLYWOOD SITE WILL BE A 12,000 SQ.' STOREFRONT LOCALE WITH AMPLE PARKING AND FEATURING NEWLY-ACQUIRED CONTEMPORARY FURNISHINGS FROM PRICELESS INTERIORS AND THE HAPTOR-BARRETT COLLECTION... ALL OF WHICH WILL BE DISPLAYED IN CREATIVE VIGNETTES THROUGHOUT THE SPACE. THE EXPANDED INVENTORY WILL COMPLEMENT PSW'S POPULAR FURNISHINGS, WHICH INCLUDE STICKLEY, BIEDERMEIER, TOMMY BAHAMA, MARIETTE HIMES GOMEZ, THE BILLY WOOLFE COLLECTION, THE INRE MILJO ART COLLECTION, AND MANY OTHER ANTIQUE, CONTEMPORARY, AND ECLECTIC FURNISHINGS. “*THE NEW LOCATION WILL ALSO HIGHLIGHT ONE OF THE INDUSTRY’S LARGEST COLLECTIONS OF CARPETS, RUGS, AND CUSTOM FLOORING THAT WILL BE AVAILABLE FOR RENT, SALE, AND NEXT-DAY INSTALLATION,*” SAID PSW PARTNER & GENERAL MANAGER, BRUCE BARNETT.

THE HOLLYWOOD AND LOS ANGELES LOCATIONS WILL INTERFACE VIA A VIDEO LINK ALLOWING CLIENTS TO VIEW INVENTORIES AT EACH LOCALE ON A BIG SCREEN MONITOR. ORDERS CAN BE PLACED AND/OR PICKED-UP AT EITHER LOCALE, WITH LOCATION-DELIVERY ARRANGEMENTS AVAILABLE UPON REQUEST. A CONFERENCE AREA AND WI-FI INTERNET CONNECTIVITY WILL ALSO BE AVAILABLE AT BOTH LOCATIONS.

“PSW FRIDAYS” (“PSWF”) WILL FEATURE COMPLIMENTARY SANDWICHES AND SOFT DRINKS FOR DECORATORS WHO COME BY THE HOLLYWOOD LOCATION BETWEEN NOON AND 2:00 PM EVERY FRIDAY. PSW'S SIGNATURE CHOCOLATE-CHIP COOKIES, COFFEE AND REFRESHMENTS WILL BE AVAILABLE DAILY.

AT A TIME WHEN OTHER ENTERTAINMENT-RELATED COMPANIES ARE SCALING BACK, OR RELOCATING OUTSIDE OF LOS ANGELES, DARIAN SAID “*PSW'S EXPANSION SIGNALS OUR COMPANY'S COMMITMENT TO SERVE LOCAL PRODUCTIONS WITH A BROAD INVENTORY AND PRICE STRUCTURE THAT'S COMPETITIVE WITH THE MOST AGGRESSIVE DEALS AVAILABLE ANYWHERE IN THE WORLD.*”

LEARN MORE ABOUT OCCIDENTAL ENTERTAINMENT AT: [www.OccidentalEntertainment.com](http://www.OccidentalEntertainment.com).

#### ABOUT OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS, INC.

OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS IS A DIVERSIFIED ENTERTAINMENT AND REAL ESTATE COMPANY COMPRISED OF FIVE OPERATING DIVISIONS: OCCIDENTAL STUDIOS, ALBERT SWEET DEVELOPMENT, OCCIDENTAL LIGHTING & GRIP, OCCIDENTAL TECHNOLOGIES, AND PROP SERVICES WEST (PSW). OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS OWNS AND OPERATES 12 SOUND STAGES, HAS ROUGHLY A MILLION SQUARE FEET OF PRODUCTION, EXECUTIVE, EDITORIAL AND CREATIVE OFFICE SPACE, AND OFFERS A VAST ARRAY OF LIGHTING, GRIP, PROPS, AND TECHNICAL SERVICES. THE COMPANY IS PRIVATELY-HELD AND IS LED BY ITS CO-CHAIRMEN, ALBERT SWEET AND CRAIG DARIAN. AMONG THE COMPANY'S MANY CLIENTS ARE: DISNEY, 20TH CENTURY FOX, PARAMOUNT, UNIVERSAL, NBC, ABC, CBS, SHOWTIME, HBO, AND MTV NETWORKS.

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