



OCCIDENTAL  
ENTERTAINMENT GROUP HOLDINGS

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## PRESS RELEASE - MAY, 26 2011

OCCIDENTAL ENTERTAINMENT  
ANNOUNCES OPENING OF NEW PRODUCTION FACILITY  
AND SOUNDSTAGE IN HOLLYWOOD AND  
ACQUISITION OF PRODUCTION FACILITY IN VAN NUYS

(LOS ANGELES, CA. MAY, 26 2011) - HOLLYWOOD-BASED OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS, INC., OWNER AND OPERATOR OF NUMEROUS SOUND STAGES, OFFICE BUILDINGS, AND PRODUCTION SUPPORT BUSINESSES THROUGHOUT HOLLYWOOD, THE SAN FERNANDO VALLEY, AND THE GREATER LOS ANGELES AREA, WILL OPEN THE DOORS TO A NEW MULTI-MILLION DOLLAR, FOUR-STORY, STATE-OF-THE-ART SOUND STAGE AND OFFICE BUILDING ON THE MAIN LOT OF ITS OCCIDENTAL STUDIOS DIVISION.

A RIBBON-CUTTING CEREMONY WILL BE HELD AT OCCIDENTAL STUDIOS AT 201 N. OCCIDENTAL BLVD., LOS ANGELES, 90026 TO COMMEMORATE THE NOTABLE OCCASION ON MONDAY, JUNE 20TH 2011 AT 10:30AM.

THE NEW STAGE APPROXIMATES 14,000 SQ.' X 54' HIGH, AND OFFERS AN ADDITIONAL 6,000 SQ.' OF HAIR & MAKE-UP FACILITIES, DRESSING ROOMS, PRODUCTION OFFICES, KITCHENS, AND CONFERENCE ROOMS WITHIN THE FOUR-STORY STRUCTURE. OCCIDENTAL HAS ALSO ACQUIRED AND DEVELOPED AN ADDITIONAL ACRE OF ADJACENT GATED AND LIGHTED PARKING, WHICH WILL SUPPORT THE TELEVISION SERIES AND FEATURE FILMS TO WHICH THEY CATER.

BUILT IN 1913, OCCIDENTAL STUDIOS' MAIN LOT IS THE OLDEST CONTINUOUSLY OPERATING STUDIO LOT 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.

SINCE BEING ACQUIRED IN 1990 BY OCCIDENTAL ENTERTAINMENT GROUP'S FOUNDER, ALBERT SWEET, THE 3-ACRE GATED STUDIO HAS BEEN COMPLETELY UPGRADED DURING THE PAST TWO DECADES, AND HOUSES THREE OTHER SOUND STAGES AND ROUGHLY 35,000 SQ.' OF PRODUCTION OFFICES AND ABUNDANT PARKING. IT IS AMONG A TOTAL OF A DOZEN SOUND STAGES, THREE DOZEN OFFICE BUILDINGS, AND FIVE OPERATING DIVISIONS THAT ADDITIONALLY PROVIDE LIGHTING & GRIP, PROPS, AND OTHER SERVICES TO OCCIDENTAL'S CLIENTS.

ACCORDING TO OCCIDENTAL ENTERTAINMENT GROUP'S CO-CHAIRMAN & CEO, CRAIG DARIAN, "WE MADE THE DECISION TO BUILD THIS STAGE WHEN CONCERNS OVER RUNAWAY PRODUCTION WERE RUNNING RAMPANT -AND THE VIRTUALLY UNPRECEDENTED TIMES IN OUR ECONOMY AND REAL ESTATE MARKET WERE ENCOURAGING CAUTION. STILL, WE HAVE AN ABUNDANCE OF FAITH IN THE VIABILITY OF LOCAL PRODUCTIONS, AND WE REGARD THIS NEW STAGE TO BE BOTH A STRATEGIC INVESTMENT FOR OUR COMPANY, AND A VOTE OF CONFIDENCE IN OUR INDUSTRY."

THE ANNOUNCEMENT OF OCCIDENTAL'S NEW STAGE 1 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-ACRE LOT.

OCCIDENTAL'S STUDIO GROUP PRESIDENT, RICKY STOUTLAND SAID, "WITH SEVERAL STAGES OF VARIOUS SIZES IN HOLLYWOOD, NORTH HOLLYWOOD, EAST HOLLYWOOD, AND VAN NUYS, WE CAN NOW BETTER SERVE OUR CLIENTELE BY PROVIDING LARGER STAGES, MORE PARKING, AND ADDITIONAL SUPPORT SERVICES TO HANDLE ANY KIND OF PRODUCTION. WE CAN DO IT WITH VERY COMPETITIVE PACKAGES THAT BEAT LEAVING LA."

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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