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HOLLYWOOD'S MAJOR FILM STUDIOS PUT ENVIRONMENTAL GUIDE TO USE

Collaborative Effort Aims to Expand Eco-Friendly Practices

Los Angeles – The major film studios have developed and adopted a *Best Practices Guide for Green Production*, a handbook that outlines procedures and strategies for reducing waste and carbon emissions, and encouraging recycling and energy conservation in all areas of film and television production. The goal of the guide is to reinforce the studios' commitment to environmentally responsible production practices and ensure that every production crew has the tools they need to uphold that commitment.

“A new norm is emerging in which eco-friendly practices are best business practices, and Hollywood continues to evolve as an industry that takes environmental responsibility, individually and collectively, on the big and small screen, and behind the scenes, and every major studio is getting in on the act,” said Dan Glickman, Chairman and CEO of the Motion Picture Association of America (MPAA).

In 2007, the members of the Alliance of Motion Picture and Television Producers (AMPTP) and MPAA Solid Waste Task Force (SWTF) which includes: 20th Century Fox, NBC Universal, Paramount Pictures, Sony Pictures Entertainment, The Walt Disney Company, Warner Bros. Entertainment Inc., and the West Coast broadcast and production centers of ABC and CBS, collectively diverted 57%, or 20,862 tons, of studio sets and other solid waste from landfills to reuse and recycling. As a result, the studios prevented the emission of 65,497 metric tons of greenhouse gasses - the annual equivalent of removing 14,176 cars from the road.

For more than a decade the major film studios have voluntarily assisted local government in attaining waste reduction mandates, as well as providing a positive example of sustainable and responsible business practices.

“Hollywood's film studios have come a long way since they started recycling in the 1970s,” said Gary Petersen, environmental member of the California Integrated Waste Management Board. “Studios' waste reduction and recycling efforts are having a real impact on reducing greenhouse gasses and they have implemented many other responsible practices that showcase how the private business sector can contribute to sustainability.” Petersen

helped many film studios set up their first recycling programs through his Los Angeles-based Ecolo-Haul Recycling, which he founded in 1972.

While working hard to do their part in improving the environment, the film studios realize more can be done, and the creation of the *Best Practices Guide* is another important part of that effort. Efforts outlined in the guide include tips for production offices, set design and construction, transportation, set-lighting, grip and electric, special effects, wardrobe, hair and make-up, craft services, post-production, distribution and events.

Every major studio is expanding upon their efforts to reduce the impact of the industry on the environment and using their creativity and considerable ability to reach audiences with green messages. The following are highlights of new initiatives that the members of the SWTF have undertaken in the last year:

CBS

CBS has partnered with the Los Angeles Conservation Corps' "Recycling Across Los Angeles" program, a work service training opportunity that develops the skills of youth ages 18-24, while providing valuable environmental services to the community. Since the start of the recycling program, the Corps has increased their overall recycling rate by 30%. Because CBS's recyclables are collected and used by the Corps in order to educate and fund its youth services, the partnership has helped revitalize and promote the visibility of long-standing recycling programs at CBS facilities.

CBS has also joined the California Climate Action Registry and established the industry standard for reporting emissions under the California Greenhouse Gas initiative. CBS is also pursuing the use of alternative fuels for trucks and generators used in its television productions.

Disney

In March 2008, The Walt Disney Company began receiving up to 400,000kWh annually from two solar arrays installed at its Burbank studio lot. The arrays, which together represent the largest yet installed in Southern California by an entertainment company, are expected to provide clean, renewable energy to Disney for 25 or more years.

In addition, Walt Disney Studios Home Entertainment recycled over 50 million obsolete DVDs last year, reduced plastic content of its DVD cases by 30% and as the first studio to release feature films on iTunes, eliminating 100 percent of packaging for those purchases.

Fox

Twentieth Century Fox Home Entertainment voluntarily undertook the task of developing a methodology to measure the carbon impacts of a DVD, and the studio is working across the supply-chain to reduce those impacts. The recently-released *Futurama* DVD was the studio's first-ever carbon neutral DVD.

Last fall, FOX worked with the Academy of Television Arts and Sciences to produce a carbon neutral and eco-friendly 2007 Prime Time Emmy Awards Show which included a red carpet made out of 95,000 soda bottles. The production sourced renewable power from the Los Angeles Department of Water and Power to the Shrine auditorium and utilized a solar

installation that was donated to a local school after the show that will mitigate 14 tons of CO2 a year, the equivalent of taking two houses in Los Angeles “off the grid.” Power usage for the press tent was reduced by over 75% due to the use of LED and fluorescent lighting and all generators for the event ran on bio-diesel.

NBC Universal

In May 2007, the Universal Studios lot installed its first solar energy system. Located on approximately 2.5 acres of hillside property, the system's 630 solar panels are capable of generating in excess of 100 kilowatts of power, which is enough to operate 10 production producers' bungalows. NBC Universal's long-term goal is to secure an increasing portion of its power from solar or wind generators.

In honor of Earth day, NBC Universal has designated the week of April 20th "Earth Week," with more than 100 hours of green-themed content airing across all 42 NBCU brands and 28 websites. This is all part of NBCU's "Green is Universal" initiative, the company's ongoing commitment to raise green awareness, activate consumers to help save the environment, and substantially green their own operations. The week will begin with hundreds of employees volunteering at major events in CA, NY, FL, NJ, TX and Washington D.C. (including tree planting and debris removal among other projects) on April 22 and culminate with a free Eco-Fair on Saturday, April 26, at Universal Studios Hollywood Theme Park, featuring celebrities, interactive exhibits and more than 30 participating organizations. The park will also host a collection of hazardous waste materials with the City and County of Los Angeles.

Paramount

Paramount has continued its proud tradition of community service in its sponsorship of “Green Sunday” part of Big Sunday’s community service weekend, with volunteers from around Los Angeles focusing on environmentally-themed projects including tree planting, beach clean ups, e-waste recycling and more.

In addition, Paramount’s Home Entertainment division undertook an eco-friendly redesign of DVD in-store displays which resulted in a savings of 2.2 million pounds of corrugate in 2007 – that is roughly the equivalent of 1060 regulation sized football fields. Paramount’s recycling rates were given a boost thanks in part to the expansion of its desk side recycling program for employees, which contributed to the company’s 10% increase in overall diversion rates.

Sony Pictures

Sony Pictures Entertainment launched a pilot solar energy program with the installation of 1120 solar panels on the rooftop of the Jimmy Stewart building on the studio's historic lot in Culver City. Sony Pictures is also constructing new buildings according to Leadership in Energy and Environmental Design (LEED) guidelines established by the U.S. Green Building Council. The project includes an onsite water filtration system, a highly efficient central heating and cooling plant, energy efficient devices, non-toxic and locally supplied building materials, drought tolerant landscaping, and the recycling of more than 95% of construction waste.

In addition, the studio has saved millions of gallons of water by installing low-flow plumbing devices and drought resistant plants. Sony Pictures also continues to provide motion picture sets to Habitat for Humanity for use in the construction of new homes or to sell through their stores, and employees have worked with environmental groups like Heal the Bay and TreePeople, all as part of the studio's broader efforts to combat climate change and conserve natural resources.

Warner Bros.

On April 1st 2007 Warner Home Video began printing all wraps and inserts for DVD, HD DVD and Blu-Ray releases on 30 percent post-consumer recycled content, chlorine-free paper. This important step will conserve enough energy to power 404 homes, prevent the emission of 43.4 million pounds of greenhouse gases, save 53,169 trees, conserve more than 19.3 million gallons of water and eliminate enough solid waste to fill 115 garbage trucks annually.

Also in 2007, Warner Independent Pictures released the film *The 11th Hour* – a documentary narrated by Leonardo DiCaprio that explores how we live, how we impact the earth's ecosystems, and what we can do to change course. This climate neutral production was offset by investments in wind energy.

The Monterey Bay Aquarium and Warner Home Video partnered to package the aquarium's Seafood Watch consumer pocket guide with every DVD copy of the Academy Award®-winning animated film *Happy Feet* initially sold in the United States and Canada. The DVD also included a short auto-play public service announcement showing the link between smart seafood choices and the health of the world's oceans.

About the Solid Waste Task Force

The Solid Waste Task Force (SWTF), comprised of the major studios and television networks, was formed in the early 1990s, following the passage of Assembly Bill 939 in 1989, to address resource conservation and reduce solid waste being sent to landfills. The SWTF member companies voluntarily implement waste diversion programs to reduce the environmental impact of solid waste, as well as assist local government in meeting the mandates of AB 939. Today, SWTF members meet regularly to collaborate on creating additional progressive environmental programs.

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. These members include: Walt Disney Pictures Studios; Paramount Pictures; Sony Pictures Entertainment.; Twentieth Century Fox Film Corporation; Universal Studios LLLP; and Warner Bros. Entertainment Inc.

About the AMPTP

Since 1982, The Alliance of Motion Picture & Television Producers (AMPTP) has been the primary trade association with respect to labor issues in the motion picture and television industry. The AMPTP negotiates 80 industry-wide collective bargaining agreements on behalf of over 350 motion picture and television producers (member companies include studios, broadcast networks, certain cable networks and independent producers).

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