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MAJOR FILM STUDIOS ROLL OUT THE GREEN CARPET **Dedication to Eco-friendly Practices is Making a Difference**

Los Angeles – The major film studios collectively diverted 40.2 million pounds, or 63 percent, of their studio sets and other solid waste from landfills last year in their ongoing efforts to combat climate change and reduce their ecological footprint, according to the Solid Waste Task Force, a joint program of the Motion Picture Association of America (MPAA) and the Alliance of Motion Picture and Television Producers (AMPTP). As a result, the studios prevented the emission of 33,797 metric tons of greenhouse gases. That’s equivalent to removing 7,315 cars from the road annually.

In addition to their commitment to reusing and recycling, the studios are also generating nearly 2 million kilowatt-hours of clean energy through solar arrays. That’s enough electricity to power 233 households a year in California. More solar projects are on the way this year.

“The major film studios have much to celebrate this Earth Day,” said Dan Glickman, Chairman and CEO of the MPAA. “Our member companies continue to make environmental responsibility a top priority, and their eco-friendly initiatives provide a positive example of sustainability and responsible business practices.”

The following are highlights of the environmentally friendly policies the studios have undertaken within the past year:

Disney

The Walt Disney Studios is launching its first new label in more than 60 years. *Disneynature* will entertain and inform moviegoers about the wonders of our planet and encourage them to learn more about what they can do to conserve nature. With the premiere of its first film, “Earth,” which opens on Earth Day, April 22, 2009, Disney will plant a tree in the Brazilian Atlantic Forest for every ticket purchased during the five days of opening weekend.

Walt Disney Studios Home Entertainment is leading efforts to establish industry-wide packaging standards. All of their DVD and Blu-Ray packages are now 100 percent recyclable.

Walt Disney Motion Pictures Production has also created a new position – environmental steward – that will work on every film. This person will coordinate and implement best environmental practices throughout all departments on a live-action shoot. This follows the

adoption two years ago by Disney of an “Environmental Production Resource Guide,” which outlines green standards and tips for all physical production departments.

Fox

Fox Entertainment Group has launched the FOX Green Guide (FOXGreenGuide.com), a web-based tool designed to enable producers and crew members to efficiently find environmentally conscious guidance, as well as information on vendors who provide low-carbon and eco-friendly products and services. FOX Film Entertainment purchased four 5-ton hybrid trucks for use on productions, which are estimated to reduce emissions by as much as 60 percent in comparison to standard diesel 5-ton trucks.

“X-MEN Origins: Wolverine” set a strong example for environmentally friendly film production, diverting 94 percent of its waste from landfills by implementing recycling programs in production offices and on set. During the creation of the film, recycling information was included on daily call sheets, food waste was diverted to a local farm, water dispensers were used instead of water bottles and construction materials were reused.

Fox’s Emmy award-winning series “24” became the first television production ever to achieve carbon neutrality. Through aggressive and innovative changes in its production practices, the show reduced the carbon emissions associated with its production by 43 percent. To demonstrate a further commitment to leading the industry on the issue, “24” has purchased high-quality carbon offsets to address its remaining, unavoidable emissions. The show has also aired a series of public service announcements to bring greater public awareness to the climate change issue.

NBC Universal

NBC Universal has committed to two green weeks a year as part of its ongoing environmental initiative “Green is Universal.” On April 19, the company launched its second annual Earth Week, with more than 150 hours of green-themed content across all NBC Universal platforms and green volunteer events in more than 10 cities. The company also continues to green its operations with “Nightly News with Brian Williams,” “Saturday Night Live” and “Late Night with Jimmy Fallon” all recently adopting greener production practices. In addition, NBCU produced a Green Production Playbook - a 70 page step-by-step how to manual - which will be distributed to all their productions to instruct them on how to implement green practices on set.

Focus Features’ upcoming release “Away We Go” served as a green pilot project for all of NBC Universal. It utilized biodiesel fuel in production trucks and generators and successfully diverted 49 percent of the film’s waste from landfills. Universal Pictures is in the process of greening its untitled “Nancy Meyers Project” film currently in production with Meryl Streep and Alec Baldwin. The film will utilize soy-based fuel grown in upstate New York, helping to reduce the carbon cost of fuel transportation. The production will also donate food and set materials to charitable organizations.

Universal City Studios was awarded a “2008 Smart Business Recycling Award” by Los Angeles County for its outstanding waste reduction efforts.

Paramount

Paramount recently established the “Green Room,” where productions can donate and take unused office supplies, reducing waste and cost. Additionally, digital distribution systems for production paperwork and dailies are being implemented to save paper, DVDs, packaging materials and shipping.

Paramount Home Entertainment’s displays, paper packaging and corrugate use was reduced in the last two years, positively impacting the environment by saving 12 million pounds of greenhouse gas emissions, 24 million gallons of waste water and 60 billion Btu of electricity. For comparison, the greenhouse gas reduction is equivalent to removing 1,112 cars from the road for an entire year; 24 million gallons of water is equivalent to the amount of water needed to fill 36 Olympic-sized swimming pools; and the energy reduction is equivalent to the energy used in 668 homes per year.

Paramount will be installing its first phase of a lot-wide chilled water plant, providing a high-efficiency central air conditioning system. Air conditioning demand, which previously required up to 2.5 kilowatts per ton of electricity, will now require only 1 kilowatt per ton of electricity.

Sony Pictures

In the area of film production and distribution, Sony Pictures has begun using an ultra-light DVD case that uses about 20 percent less plastic than standard weight DVD cases. This will result in an estimated 2 million pound reduction in carbon emissions annually. The studio is reducing resources required in film production by increasing digital movie-making and increasing the digital distribution of films, which reduces the need for transportation and disposal of mass quantities of film stock. Set reuse was also up in 2008, with more than 5,000 set pieces rented out through the studio’s online warehouse available to the industry.

Sony Pictures is constructing a new office building at its Culver City headquarters according to LEED guidelines, the recognized standard for measuring building sustainability, established by the U.S. Green Building Council. Among the environmental initiatives associated with the project: more than 95 percent of construction waste will be recycled; low-flow toilets, waterless urinals, motion detector lights and low energy light bulbs will save water and electricity; 100 percent non-toxic carpeting, paint, sealants, adhesives and wall coverings will be used; preferred parking will be created for low-emitting and fuel-efficient vehicles as well as car pools; local and regional building materials will be used to reduce pollution caused by transportation; and an onsite filtration system will clean storm water runoff. Also on the studio’s main lot, the use of solar panels has cut annual CO₂ emissions by more than 180 tons in 2008.

Sony Pictures Entertainment is certified ISO14001, the international standard for managing an organization’s impact on the environment, and certifications are handled via third-party organizations. ISO14001 reinforces sound environmental practices by requiring certified companies to have programs and procedures in place that support recycling efforts, hazardous waste management and natural resource conservation.

Warner Bros. Entertainment

Warner Bros. constructed a new, “green” sound stage for film and television production, following the U.S. Green Building Council’s LEED guidelines. Completed in early 2009,

Stage 23 – the 35th sound stage at Warner Bros.’ Burbank facilities – incorporates sustainable elements such as energy efficient lighting, Ice Bear cooling technology that uses off-peak electricity for daytime cooling and local and environmentally preferable construction materials, including Forest Stewardship Council-certified lumber, recycled steel and metals, non-toxic paint and adhesives and concrete foundations with 35 percent recycled fly ash. The stage is surrounded by a perimeter of pervious asphalt, which allows rain water to percolate into the ground instead of running off into the Los Angeles River. In addition, the 1930s building that was previously on the new stage’s site was carefully deconstructed so that 92 percent of its materials were reused or recycled.

Warner Bros. expanded its solar electrical system, which will now generate more than 500 kilowatts of clean energy. Located on the roof of the studio’s Burbank-based Mill Building — which was built in the 1930s and houses various crafts shops — the photovoltaic system is comprised of more than 2,700 solar panels and covers nearly two acres of the building’s roof. The studio’s original 72-kilowatt solar installation was completed in 2006.

Warner Home Video has begun using new, lightweight DVD cases for its new single- and two-disc standard-definition DVD releases. These new cases are 20 percent lighter than standard DVD packaging, resulting in a significantly reduced carbon footprint for the division, with a reduction of emissions by 31 percent. This change will impact all DVD theatrical new releases as well as all catalog and franchise titles commencing with June 2009 street dates. This follows Warner Home Video’s previous move toward environmentally conscious packaging with its launch of 30 percent post-consumer recycled stock for all DVD paper wraps and board products in 2007.

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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