

OLD TUCSON PRODUCTIONS ANNOUNCED

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RENEWED EMPHASIS ON ATTRACTING PRODUCTION PROJECTS

*Old Tucson Productions and Sennet Entertainment join to aggressively market
area for film and television production projects*

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TUCSON, AZ (Feb. 26, 2008) – Site for more than 300 film and television projects during its 69-year history, Old Tucson Studios is once again reviving its emphasis on bringing film and television projects through the establishment of Old Tucson Productions.

“The production component of Old Tucson Studios is an important legacy as well as a significant economic impact engine for the region,” says Pete Mangelsdorf, CEO, Old Tucson Studios. “Old Tucson Productions was created to ensure an aggressive and ongoing marketing of filmmaking in Southern Arizona.”

“Old Tucson Productions is a newly formed partnership between Old Tucson Company dba. Old Tucson Studios and Mark Sennet Entertainment,” stated Mark Sennet, executive producer of Steven King’s “Desperation” filmed in Tucson in 2006. “This unique partnership of an Arizona based Production Company and an established Arizona based Studio that will supply goods and services will allow productions to optimize the Film and Television Tax Credit incentives now offered by the State of Arizona.”

In addition, Old Tucson Studios is currently working with six development projects in the \$2 to \$6 million range looking to begin filming between March and November 2008. These are primarily independent western features and will be shot either at Old Tucson Studios or Mescal. In addition, “Clandestine”, “Blue Tattoo”, “Dead” and “Dot Or Feather”, Old Tucson Productions joint venture with Capitol Films are scheduled to go into production in 2008. These non-western features are schedule to be shooting at locations throughout Tucson.

“The success of the “310 to Yuma,” remake and Brad Pitt’s “the Assassination of Jesse James” seems to be spurring interest in western genre filmmaking,” reports Frances Causey, Film Manager, Old Tucson Studios. “The greatest level of interest looks to be at the broadcast movie of the week and cable channel levels and we are actively courting producers and location scouts for these kinds of projects.”

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As part of Old Tucson Production's efforts to introduce Old Tucson Studios and Southern Arizona to filmmakers, it is bringing the digitally re-mastered 3-D version of John Wayne's Hondo to the Fox Tucson Theatre, March 1-2. While the audience will have a [likely] once-in-a-lifetime experience to see this film utilizing the most sophisticated 3-D technology available, it is also a chance to bring some of Hollywood's most revered western genre producers and directors to town.

"Forging contacts with these producers and directors is critical to the success of the Old Tucson Production marketing efforts," adds Mangelsdorf. "It's critical that these filmmakers see the sites firsthand, understand the commitment we have to working with them and learn that Arizona has a viable production community, with the skills needed to shoot productions of all sizes."

The Hondo red carpet premiere event on March 1 will welcome legendary Hollywood producers and directors such as John Landis, Walter Hill, Ron Shelton and Mick Garris. These filmmakers, along with Gretchen Wayne, John Wayne's daughter-in-law, will discuss the film and the 3-D technology during a reception and question and answer session held prior to showing the movie. Tickets for this very special event are available at the Fox Tucson Theatre box office or through www.OldTucson.com.

Both Pete Mangelsdorf and Frances Causey serve as board members for the Arizona Production Association, which offers the state's only qualified production crew listing. Mangelsdorf also serves as an Arizona State Film Commissioner and is a strong advocate for Arizona filmmaking through support of the Arizona Film and Media Coalition, which lobbies the state's lawmakers on behalf of Arizona filmmaking.

To further emphasis Old Tucson Studios' commitment to production marketing, the property has adopted *Arizona's Hollywood in the Desert* as its primary brand which will be used in all the attraction's external marketing efforts.

For more information about Old Tucson Studios, its film history and current visitor experiences, visit www.OldTucson.com.

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