

For Immediate Release

April 2, 2008

Soft Money 4 Symposium to Focus on Production Incentives in Middle East, India, China

Los Angeles — Film commissioners from across the globe will describe film and entertainment production incentives in their respective countries during Soft Money 4: Spotlight on the Middle East, India and China and Worldwide Production Incentives Update. Panelists include film commissioners from Australia, Florida, Jordan, Malaysia, Michigan and the UK. Professor Jay Dougherty, director of Loyola's Entertainment Law Practicum, is the program moderator. Ezra Doner, Esq., Herrick, Feinstein LLP, will moderate the panel discussions. The program will run from 11 am-2:30 pm on Friday, April 11 in Robinson Courtroom on Loyola's downtown LA campus at 919 Albany St., LA, CA 90015.

"New US entertainment industry projects in the Middle East, China and India are in the news constantly, as development in those territories is an increasingly important avenue for growth and in some cases financing," said Dougherty. "Our panels will explore the cutting edge of some of these developments with some of the top industry experts, as well as present a simulation of the planning process producers work through in identifying production incentives appropriate to a film project."

The event is cosponsored by the Association of Film Commissioners International and Herrick, Feinstein LLP. Learn more about the event at events.lla.edu/softmoney/08. Members of the media who wish to attend should RSVP to Brian Costello at 213-736-1444 or brian.costello@lla.edu.

AGENDA

10 am - Registration

Program moderator: Jay Dougherty, professor of law, Loyola Law School

11 am - Spotlight on the Middle East, India and China

Moderator: Ezra Doner, Esq., Herrick, Feinstein LLP, NYC

Panelists:

George David, Royal Film Commission of Jordan

Lokesh Dhar, vice president, UTV Motion Pictures USA

Ellen Eliasoph, senior of counsel, Covington & Burling, and former Warner Brothers representative in Beijing

Hunt Lowry, film producer, Roserock Films

12:30 p.m. - Box lunch

1 p.m. - Worldwide Production Incentives Update

Moderator: Ezra Doner, Esq., Herrick, Feinstein LLP, NYC

Panelists:

Stephanie Austin, producer (*Sahara*, *Shanghai Knights*, *Behind Enemy Lines*, *Terminator 2*, etc.)

Kamil Ahmad Dato Mohd Othman, film commissioner, Malaysia

Robin L. James, chief executive officer, Pacific Film & Television Commission, Brisbane, Australia

Janet Lockwood, director, Michigan Film Advisory Commission

Susan Simms, LA Liaison, Florida Governor's Office of Film & Entertainment

Alison Small, senior executive, International Production, Film Commissioners Office, UK Film Council