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MAJOR MOVIE STUDIOS AVOID A LOAD OF RUBBISH

*Commitment to recycling prevents 40 million pounds of trash
from entering landfills in 2009*

Los Angeles — The major movie studios collectively diverted more than 40 million pounds — or 66 percent — of their studio sets and other solid waste from landfills last year, 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). That's three percent more than they diverted from landfills last year, and 23 percent more than was diverted just 15 years ago.

"This marks an all-time high for the studios in reusing and recycling," said MPAA President and Interim CEO Bob Pisano. "On the 40th anniversary of Earth Day, I want to commend the studios for their dedication to environmentally responsible practices and for their commitment to combating global climate change. Their enthusiasm for going green sets a great example for other businesses and for individuals everywhere."

The studios' eco-friendly focus helps them recycle nearly everything these days — even the food leftover on employees' plates. The studios are putting a halt to food waste at their facilities. Food is one of the largest sources of waste in California, and it doesn't just end up clogging landfills. The food waste rotting in landfills adds dangerous levels of methane to the atmosphere. In order to lessen their ecological footprint, the studios began diverting their food waste to compost. The result is a lot less trash. The diversion converts materials headed for the trash bin into a rich soil.

The following includes other highlights of the major film studios' environmentally friendly policies:

Disney

- On Earth Day, April 22, 2009, The Walt Disney Studios launched its debut Disneynature film, "Earth." Partnering with The Nature Conservancy, the studio planted 2.7 million trees in the Brazilian Atlantic Rainforest — one for every person who saw the film in its opening week. This Earth Day, the launch of Disneynature's feature film "Oceans" includes another partnership effort with The Nature Conservancy — The "See Oceans, Save Oceans"

initiative. A portion of every ticket sold for opening week (April 22 to April 28) will help protect the coral reefs by establishing new marine protected areas in The Bahamas.

- Disney's motion picture production has seen a steady, significant reduction in the construction footprint on films over the past five years. Approximately 60 to 70 percent of set waste is reused, recycled, resold or donated. Also, the studio has progressed its on-site recycling efforts from a 55 percent average recycling rate to an 85 percent average, quickly progressing toward a zero set waste goal of 90 percent or better in less than one year. Several films, including "Hannah Montana/Miley Cyrus: Best of Both Worlds Concert Tour," "Step Up 3D," "Secretariat" and "Disney's Alice in Wonderland," were shot digitally, saving over five million feet of film or the equivalent of 900 miles (the distance of 13 trips between The Walt Disney Studios and Disneyland). That's equal to 55 Disney employees not driving their cars for one year.
- Continuing to lead industry recycling efforts, Walt Disney Studios Motion Pictures helped create a process for movie theatres to recycle trailers and 3D glasses. In the first year, this has resulted in the recycling of more than 400 tons of material, which would have previously gone to landfills. The studio has also established an Environmental Steward role on live action films. A vital member of the production team, this role has helped spearhead recycling efforts (including office consumables, water bottles and set construction materials), reduce vehicle emissions, treat and process hazardous waste and drive awareness and participation in environmental efforts among cast and crew.
- Walt Disney Studios Home Entertainment continues to lead industry-wide packaging reduction efforts that have reduced the amount of plastic and virgin paper used by 30 percent.

Fox

- Fox continues to raise the bar for environmentally friendly film and TV production. "Percy Jackson and the Olympians: The Lightning Thief" became the fourth Fox film to use the same sets and construction materials and disassembled them afterwards so that future productions could continue the trend. The production did not use a single plastic water bottle either on set or on location, and implemented innovations such as building elevated walkways in remote locations to keep cast and crew off of vegetation and bringing in transformers in order to use clean, hydroelectric power instead of diesel generators for power. Fox Television Studios has maintained its rigorous green policies in the breakdown of their shows and are proud to report that they have not sent anything to landfill since 2007. In accordance with the standards of the Fox Green Guide, FTVS utilizes video conferencing to cut down on air travel, views production cuts electronically instead of using single-use DVDs, establishes recycling stations around productions, distributes documents electronically instead of using paper documents, bans plastic water bottles on set and distributes reusable water containers.
- Last week, Twentieth Century Fox Film Corporation announced that it will construct a 158-watt DC solar photovoltaic system, in partnership with Solar Power, Inc. and Pacific Edison. The system, which will be mounted on the roof of Fox's Building 99, is expected to be

completed this summer. This is the second major investment in solar energy announced by Fox's parent company News Corporation this month, part of the company's Global Energy Initiative.

- In honor of the 40th anniversary of Earth Day and the corresponding release of "Avatar" on DVD and Blu-Ray, Twentieth Century Fox Home Entertainment and the Earth Day Network have pledged to plant one million trees across the globe by the end of 2010. Earth Day Network will collaborate with its international partners to plant one million trees in 15 different countries. The trees will be indigenous to their respective regions and will be cared for and nurtured to maturity, taking into consideration natural disasters such as fires and landslides during the planting process. Fans will be able to adopt one of the one million trees being planted and receive a virtual hometree, which they can locate on a map to see where it's actually planted. The Avatar Home Tree Initiative is just one of many ways that the film's compelling environmental message is being leveraged to engage an immense global audience in issues that concern threats to the earth and its precious natural resources.

NBC Universal

- In 2009, NBC Universal hired an executive whose time is devoted solely to implementing best practices across all physical production, including feature films and television shows. Shannon Schaefer, who is based on the Universal lot, works with dozens of productions to implement, track, measure and improve on green practices as recommended in the studio's Green Is Universal Production Guides. Shannon also travels with productions to ensure green practices are being met, and she works with filmmakers to help find green vendors and implement best practices while they are on the road.
- The company's "Green Is Universal" Production Guides — available for industry-wide use — outline measures that productions can take to reduce, recycle and repurpose. Examples include limiting the use of individual plastic water bottles, implementing comprehensive recycling programs, reusing set materials and donating leftover food. Recently, the set of "It's Complicated," starring Meryl Streep, Steve Martin and Alec Baldwin, used biodiesel in its generators and vehicles, conducted on-set recycling, donated food daily to a local soup kitchen and donated sets for material reuse. The film's DVD, due out on April 27th, uses packaging with 20 percent less plastic and 100 percent recycled paper inserts.
- Among one of the more successful practices established at Universal is the use of "split" waste bins. These bins are designed to help cast, crew and others separate compostables from trash and recycling. They are available to productions and complement the existing food recycling programs on the Universal lot. They have proven to increase the amount of material that is composted and not sent to a landfill.
- In partnership with "Green Is Universal," NBCU's television production arms, Universal Media Studios (UMS) and Universal Cable Productions (UCP), have developed a series of best practices and educational materials that are being put to use on all productions. "The Green 17" are a baseline commitment to 17 green goals shows produced by UMS and UCP. The green goals cover key areas of environmental impact including recycling and repurposing, alternatives to higher VOC paints and toxic cleaners, paper use reduction and

digitization and water bottle reduction. Many productions already go above and beyond the baseline goals, with shows like “Saturday Night Live” using sustainably sourced lumber, “Psych” and “Mercy” using rechargeable batteries for sound equipment and “Parenthood” composting their catering food waste.

Paramount

- Paramount has completed the first phase of construction on its multi-phase chilled water plant. The chilled water plant offers an energy-efficient cooling solution for the studio lot, utilizing 50 percent less power than traditional HVAC systems. The system’s sophisticated stage automation technology is the first of its kind at a studio facility and allows air conditioning to be controlled on specific individual zones within the stage sets, optimizing efficiency and reducing demand. The plant is already serving two soundstages.
- The interactive Paramount Green House exhibit, which was presented throughout July 2009, showcased eco-friendly initiatives and business practices throughout the company. Volunteer student docents from Environmental Charter High School guided employees and visitors through presentations that: highlighted on-lot paper consumption and detailed ways to save; demonstrated the PIX system, an online tool for distributing dailies and production documents electronically; showcased innovations to make office life greener, including sophisticated lighting controls, web-based meeting platforms and eco-friendly furniture; and more.
- In an effort to dramatically reduce single-use and five-gallon bottled water consumption on the studio lot, Paramount installed bottle-less water filtration systems across the property, including offices, conference rooms and The Dining Room. Orders of five-gallon water jugs have decreased by 80 percent, and the company reduced annual orders of individual water bottles by approximately 100,000 bottles.

Sony Pictures

- Sustainability continues to be a focus for Sony Pictures Entertainment (SPE) with ongoing improvements on its studio lot, productions and supply chain in the past year. In addition to continued operation of solar energy panels on the roof of the Jimmy Stewart building, the studio opened two new office buildings constructed to LEED standards set by the U.S. Green Building Council. The studio made a commitment to become a zero waste company and launched a unique partnership with the City of Culver City to compost organic waste. The pilot program is off to a strong start with a successful diversion rate of more than 80 percent in December 2009.
- Sony Pictures provides Sustainability Best Practices guidelines and assigns a “green” point-person for each of its productions. The studio encourages sustainable practices from the outset of production, such as the sourcing of sustainably harvested wood during set construction, reuse of set materials through the studio's innovative set reuse program and using alternative fuel or hybrid vehicles when available. In an effort to reduce the waste of disposable water bottles, the studio provides reusable water bottles to each person working on a production. The studio takes local needs into consideration too. For example, in China,

the studio's "Karate Kid" production provided reusable tea or water thermoses and chop sticks to the crew.

- Sony Pictures has also been working with A Million Trees LA as its "tree-planting" partner and is expanding these practices nationally and globally, with current productions such as Columbia's "Eat Pray Love" in Bali and Screen Gem's "Love Don't Let Me Down" in Nashville, Tennessee.

Warner Bros. Entertainment

- Warner Bros.' Stage 23 received a LEED Gold rating by the U.S. Green Building Council, making it the first LEED-certified sound stage in the world. Completed in 2009, the stage incorporates a number of sustainable elements, including a 100-kilowatt solar electrical system; Forest Stewardship Council-certified lumber; Ice Bear cooling technology, which uses off-peak electricity for daytime cooling; recycled steel and metals; concrete foundations containing recycled fly ash; and energy efficient lighting. Additionally, the 1930s building that was previously on the stage's site was carefully deconstructed so that 92 percent of its materials were reused or recycled, diverting 1,890 tons of material from landfills.
- Building on Warner Bros. Entertainment's long-standing commitment to reduce the environmental footprints of its feature films, New Line Cinema's "Valentine's Day" implemented a number of sustainable practices during production. These initiatives included a first-of-its-kind "hybrid" base camp — which included solar-powered and biodiesel-fueled generators; reusable water bottles; use of clean-air vehicles, including for talent transportation; recycling and composting efforts; and use of biodegradable food ware. Additionally, a carbon calculator was used to measure the production's environmental footprint and inform future green production initiatives.
- Committed to increasing its usage of alternative fuel, Warner Bros. Studios installed two 1,000-gallon biodiesel tanks in its transportation department. "Valentine's Day" was the first Warner Bros. production to use this alternative fuel source; Warner Bros. Television also uses B-20 biodiesel fuel (a blend of 20 percent biodiesel and 80 percent diesel) in 50 of its trucks, which are deployed to all Los Angeles-based one-hour shows.

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. Its members include: The Walt Disney Studios; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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