

NEWS RELEASE

For Immediate Release

ELS Serves up a Million-Watt Event for 20th Century Fox's *Deck The Halls* Feature Film Premiere

Sun Valley, CA – November 14, 2006 – Take 12 carbon arc 16,000-Watt searchlights, four clusters of SkyTracker moving beam searchlights, and 23 2,000-Watt automated lights, toss in a bank of open-face 5,000 Watt tungsten PAR lights and more than 11,000 linear feet of holiday lamps, and you'll just *begin* to get an idea of the power that illuminated the brightest premiere in Hollywood history – the November 12th introduction for 20th Century Fox's *Deck The Halls* motion picture at the world famous Grauman's Chinese Theatre.

Entertainment Lighting Services (ELS) of Sun Valley, CA, did the honors – rigging, stringing and powering a quarter-million holiday lights, from the top of the Chinese Theatre right down to ground level in the theatre's renowned courtyard. ELS rolled out the **white** carpet for this premiere, creating a wintry New England setting on a balmy California night that thrilled arriving guests and thousands of Hollywood Boulevard spectators – “decking the halls” with artificial snow, fog and haze effects from ground level and rooftops, a VIP arrival zone, custom signage, and a press-line/interview area for the holiday film's premiere.

To show it all off, ELS lit the entire area with brilliant illumination, including the searchlight effect which was designed to have all twelve of the powerful beams – 800 million candlepower each – converge on a single point in the sky.

“We know from past events that this sort of effect is not only spectacular for viewers for miles around, but it creates one of the brightest points on the earth's surface – metered and confirmed by NASA,” according to Mary Pat Cantrell, ELS project coordinator.

Stars of the movie, Danny DeVito, Matthew Broderick, Kristin Davis, Kristin Chenoweth, Alia Shawkat, Sabrina Aldridge and Kelly Aldridge arrived in new Chrysler

Aspen SUVs (twinkling from bumper to bumper with holiday lights) to throw the switch as they decked Hollywood Boulevard and Grauman's Chinese Theatre in more than one-million-watts of light.

ELS, one of only a handful of companies that can provide technical and logistical production services for live shows of this scale, produces more than 150 movie premieres each year. What was the toughest part of the "Brightest Premiere"? Says ELS President and veteran movie premiere producer John Chuck, the capper was lighting the famous pagoda atop the Chinese Theatre like a Christmas tree.

"We had to call in Champion Crane to lift a truss structure up there and get those lights strung. It was quite a piece of engineering. I doubt it's ever been done before, and as difficult as it was to do, I doubt it will be done again.... But you just never know."

Deck The Halls hits theaters November 22nd.

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