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### **RAVE REVIEWS FOR HART/LUNSFORD PICTURES' "BART GOT A ROOM"**

Louisville, April 7, 2008 – This past Friday, April 3, the Hart/Lunsford Pictures comedy “Bart Got a Room” opened in New York, Los Angeles, and Miami. The feature film, produced by Plum Pictures, in association with Hart/Lunsford Pictures, stars William H. Macy, Cheryl Hines, Alia Shawkat, and newcomer Steven Kaplan, and marks the directorial debut of Brian Hecker, who also wrote the semi-autobiographical screenplay. Shot in the writer/director’s hometown of Hollywood, Florida and its environs, “Bart” is a poignant and hilarious coming-of-age story set in a retirement community and has garnered rave reviews. It debuted at New York’s Tribeca Film Festival last April and won the award for best feature film at last November’s Asheville Film Festival, but this is its first theatrical release.

The *New York Post* calls the film “gut-bustingly funny,” boasting “myriad delights” and “quirky little details that magnify the laughs.” “Skip the geeky ‘Bart Got a Room’ and it’ll be your loss,” heralds the *New York Daily News*, which also praises screenwriter/director Hecker for having “an impressive grasp on his material,” resulting in a “likable, wryly observant feature debut.” The *Miami Herald*, impressed with the movie’s “sweet, dizzy finale,” also remarks on Macy’s performance, noting that he “delivers his reliable blend of laughs and pathos, first scene to last.” Industry trade magazine *Variety* terms the film “tightly scripted, strongly acted, confidently directed, and impressively designed” and the actors’ performances “dynamite across the board, with youthful newcomers holding their own with comic pros Macy and Hines.”

Ed Hart, managing member of Kentucky-based Hart/Lunsford Pictures, attended last Friday’s opening at the AMC Loews Theatre in Manhattan. Hart commented that, “the audience loved the movie and got a special treat when Steven Kaplan, who played Danny Stein, the 18-year-old protagonist, held a 30-minute question-and-answer session after the show. Our director, Brian Hecker, did the same at the Los Angeles opening.” Added Hart, “We’ve made seven films with our producing partners, Plum Pictures of New York City, and are in pre-production on two new films, both with A-list talent attached. It’s been a wonderful relationship, both creatively and financially.”

Hart/Lunsford Pictures hosted the Louisville premiere of another of the films it has produced with Plum Pictures, “Diminished Capacity,” at the Kentucky Center for the Arts in Louisville last April, donating the proceeds of the event to the Alzheimer’s Association (Greater Kentucky and Southern Indiana Chapter). The film stars Alan Alda, Matthew Broderick, and Virginia Masden and is now available at Blockbuster. “We hope to bring other premieres to Louisville,” Hart remarked.

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