



P I C T U R E S

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Hart-Lunsford's "Diminished Capacity" feature to hit theaters in major cities

(LOUISVILLE, Ky.) -- Hart-Lunsford Pictures, an independent film production company based in Louisville, Kentucky, is pleased to announce that one of its latest features, "Diminished Capacity," will open in theaters in New York, Los Angeles and Chicago on the weekend of July 4, 2008, with possible wider release at a later date. (Check theater showclocks for more information.) The movie was recently acquired by IFC Entertainment, which owns the Independent Film Channel and whose theatrical distribution arm, IFC Films, launched the colossal indie hit "My Big Fat Greek Wedding."

"Diminished Capacity," which had its world premiere at the 2008 Sundance Film Festival last January and a special screening in Louisville last month, stars Matthew Broderick ("The Producers", "Ferris Bueller's Day Off"), Alan Alda ("The Aviator", "M*A*S*H") and Virginia Madsen ("Sideways"). It is an endearing family comedy that tells the story, with humor and empathy, of how a man's failing memory affects the lives of his loved ones, while mixing in a dose of Chicago Cubs fever and a rekindled romance.

Hart-Lunsford Pictures was especially pleased to host the film's Louisville premiere at the Kentucky Center's Bomhard Theater on April 13. All proceeds from the event, which included a pre-screening cocktail reception, benefited the regional chapter of the Alzheimer's Association. Screenwriter Sherwood Kiraly, who also wrote the novel on which the film was based, flew from his home in California to attend the premiere and took questions from the audience of roughly 400 after the show.

With funds raised from ticket sales and an in-kind contribution from Hart-Lunsford Pictures for reception and screening expenses, the donation to the Alzheimer's Association totaled about \$30,000.

Manhattan-based Plum Pictures produced "Diminished Capacity" in association with Hart-Lunsford Pictures.

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About Hart-Lunsford Pictures

Hart-Lunsford Pictures is a fully financed production company based in Louisville, Kentucky, which has partnered with Plum Pictures of New York City to produce seven feature films, with another now in development. Established in 2004, the company is financed by Louisville entrepreneurs Ed Hart and Bruce Lunsford, both of whom have extensive backgrounds in the entertainment industry (Mr. Hart in the theme park business and Mr. Lunsford in thoroughbred racing) and both of whom are among Louisville's foremost businesspersons. Visit www.hlpictures.com.

About IFC Films

A leading theatrical film distribution company launched in 2000, IFC Films brings the best of independent and specialized films to theaters near you. Independent film audiences nationwide recognize the IFC brand, which has rapidly become synonymous with first-rate product, aggressive and strategic release campaigns, use of brand cross promotions and artistic integrity. IFC is dedicated to realizing the visions of independent filmmakers without compromise and is a dedicated ground for nurturing these visions. IFC Films releases 10 to 12 films per year, building a slate of titles from an acquisitions program and selected in-house productions.

Releases from IFC Films include *My Big Fat Greek Wedding*, *Y Tu Mama Tambien*, *Casa de los Babys* and *Lost in La Mancha*. Visit www.ifcfilms.com.

About Plum Pictures

Plum Pictures was founded in 2003 by Galt Niederhoffer, Celine Rattray and Daniela Taplin Lundberg to produce intelligent and heartfelt feature films. Based in downtown Manhattan, the company produces two to three films a year, with a focus on both studio and independent films. The company also finances up to two films a year. Visit www.plumpic.com.