

**HART-LUNSFORD PICTURES FINANCES PLUM PICTURES' FILM
PRODUCTION FUND**

“Watching the Detectives” First Project Identified

*For Immediate Release
July 27, 2005*

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Hart-Lunsford Pictures, a Kentucky-based film production company owned by Bruce Lunsford and Edward Hart, will finance a film production fund established by New York-based Plum Pictures to produce films over a four-year period. Plum and Hart-Lunsford will fully or partially finance at least two films a year with budgets of under \$3 million.

Plum Pictures will finance projects that it develops internally, as well as projects that are packaged and ready to be greenlit.

One of the first projects Plum Pictures will undertake is the romantic comedy *Watching the Detectives*, written by Paul Soter. Soter, a member of the Broken Lizard comedy troupe, whose credits include *Super Troopers*, *Club Dread*, and *Dukes of Hazzard*, will also direct the film, which will go into production this winter. Plum Pictures developed the project internally and is currently casting.

Plum Pictures was formed in 2003 by Galt Niederhoffer, Daniela Taplin Lundberg, and Celine Rattray. Plum's recent credits include:

- *The Baxter*, starring Michelle Williams, Elizabeth Banks, Justin Theroux, Paul Rudd, Peter Dinklage, and Michael Showalter (who also directs). The film will be released by IFC Films August 26, 2005.
- *Lonesome Jim*, directed by Steve Buscemi and starring Liv Tyler and Casey Affleck, which premiered in competition at Sundance and will be released in 2006.
- *Pack Strap Swallow*, a documentary about drug mules produced with The Sundance Channel.
- Plum is currently in pre-production on a comedy, *Bart Got A Room*, written and directed by Brian Hecker. Danny Devito will star and also produce with Plum.

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