

## **Euro RSCG 4D DRTV Hosts Governor and Film Vets for Bill-Signing**

Incentive-Based Plan Gives Boost to Film Production in Oregon

Portland, OR; August 24, 2005 – Euro RSCG 4D DRTV had the honor of hosting Oregon Governor Ted Kulongoski on Monday for the signing of a bill into law that creates a new incentive plan for film production in the state of Oregon. The Greenlight Oregon program creates the Oregon Production Investment Fund, and authorizes the State to give productions cash rebates of their spending in Oregon. A production needs to spend \$1 million in Oregon to qualify for a rebate. The bill was approved during the legislature's final days in session. Venerable TV actors Ed Asner and David Ogden Stiers were present and spoke in favor of the bill. Noted film director, Portland resident, and Oregon Film Commission board member Gus van Sant was in attendance as well.

The Governor signed the bill into law on location at Euro RSCG 4D DRTV's production facility in southeast Portland. Euro RSCG 4D DRTV (formerly known as Tye, hereinafter, "Euro") is based in Portland, and has been at the forefront of direct response television advertising and infomercial production since its inception in 1988, and is now the largest full-service DRTV agency in the world. Euro has 127 employees between its two offices in Portland, Oregon and Carlsbad, California. In its 17-year history, Euro has filmed direct response television commercials and corporate videos in locations all over the world.

"This law is going to be a tremendous boost to production companies in Oregon. Offering incentives and tax credits for those choosing to film here puts us in a stronger position to compete with other states that have passed similar bills. All of these states are competing with Canada to keep the work here in the U.S. So we're very excited about the possibilities and revenue this will generate for our local industry," said Jerry Grant, Vice President of Production for Euro.

Governor Kulongoski said, "If we're going to compete with Canada and states from Louisiana to New Mexico, and hold on to our crews and the infrastructure of this industry here in Oregon, we had to invest."

According to OMPA (Oregon Media Production Association), Oregon's film and video industry generates approximately \$475 Million in direct economic output per year, and creates nearly 5,000 full time equivalent positions.

With offices in Portland, OR and Carlsbad, CA, Euro RSCG 4D DRTV is the largest full-service DRTV agency in the world. Euro provides fully integrated DRTV services - including research, creative, production, media and logistics - to a variety of clients, including several Fortune 1000 companies. Euro has managed campaigns that have generated over \$7 billion in sales, and with over 17 years of experience, has managed hundreds of programs for clients such as Bissell Homecare, Inc., Select Comfort, Good Times Entertainment, Countrywide, DIRECTV, MSN TV, Savvier and Euro Pro.

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