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**Governor Schweitzer Announces Montana Opening of the  
Independent Feature “A Plumm Summer”**

**Film Opening in 5 Montana Cities**

(HELENA) — Governor Brian Schweitzer announced today that the independent film, “A Plumm Summer,” will release theatrically in the state of Montana on Friday, April 25<sup>th</sup>, 2008. Select cities for this opening include Bozeman, Billings, Missoula, Kalispell and Livingston. The family film has already garnered a positive review from Daily Variety which raves that it, “...deliciously blends action, comedy and a touch of sweetness.”

“A Plumm Summer” is a true Montana tale supported by Montana talent. “A Plumm Summer” is about the innocence of an idyllic Montana hamlet that is disrupted when celebrity puppet ‘Froggy Doo’ is kidnapped and held for ransom. Screenwriter and Billings native TJ Lynch created the screenplay which is inspired by actual events. The film was co-produced by Big Sky resident, Doug Metzger (Flicka, The Italian Job, The Patriot), who also served as the First Assistant Director on the film. “A Plumm Summer” was shot by Cinematographer Mark Vargo, a Bozeman resident with a long list of film credits (Poseidon, 3:10 to Yuma). In the film, Governor Brian Schweitzer also makes his silver screen debut playing the role of Sheriff Strunk.

“‘A Plumm Summer’ is a priceless Montana story. I’m honored to be a part of this production and extremely excited to have this film open in theatres across the state,” said Governor Schweitzer. “The makers of this film could have decided to shoot this film in any number of western states, but they chose to shoot it in Montana. I think that speaks to our breathtaking scenery, attractive tax incentives and top notch film crews.”

“Montana’s film industry has a tremendous impact on many local economies and Montana’s economy as a whole,” said Anthony Preite, director of the Montana

Department of Commerce. “The production of “A Plumm Summer” generated \$2 million dollars in direct impact revenue for Montana and it generated an additional \$1 million in indirect impacts.”

Stars of this heartfelt drama are Henry Winkler (“Click,” “Arrested Development”), William Baldwin (“Dirty Sexy Money,” “The Squid and the Whale,” “Backdraft”), Lisa Guerrero (“Sunset Beach,” “George Lopez Show”), Brenda Strong (“Desperate Housewives,” “Starship Troopers”), Chris J. Kelly (“Cirque du Freak”), Morgan Flynn (“World Trade Center”), Owen Pearce and narrator of the film, Jeff Daniels (“Good Night, Good Luck,” “Gettysburg”).

“A Plumm Summer” tells the remarkable tale of two young brothers (Kelly and Pearce) from a distressed home (parents – Baldwin and Guerrero) who go head to head with the FBI in order to crack the ‘frog-napping’ case and get their beloved Froggy Doo back on the air, all the while becoming local heroes and best friends. The actual ‘frog-napping’ case took place in Billings in 1966. The film was shot in Bozeman and Livingston in the summer of 2006.

The filmmakers have screened the film at several festivals including, Austin Film Festival where it won the ‘Audience Vote’ for Best Family Film, Chicago International Children’s Film Festival in which it was selected as one of five films for the prestigious “American Showcase,” Heartland’s Truly Moving Pictures Film Festival in Indianapolis which selected it for this year’s Family Movie Event, Cinemagic International Family Film Festival in Belfast where they played to a sold out crowd, and most recently the International Family Film Festival in which it received the ‘Audience Award’ and the Santa Barbara International Film Festival where it was the first film ever to sell out in the Family Film Division. In addition, “A Plumm Summer” has since earned The Dove Foundation’s coveted Family Seal.

The film is directed by first-time director Caroline Zelder and written by TJ Lynch, Frank Antonelli and Caroline Zelder. “A Plumm Summer” is executive produced by Scott Erickson and Lisa Guerrero of Home Team Productions and produced by Frank Antonelli and Caroline Zelder of Fairplay Pictures. The filmmakers had considered filming in other states, but decided to shoot the film in Montana because of tax incentives offered by Big Sky on the Big Screen Act and Montana’s readily available work force.

In 2007, the Montana State Legislature passed a measure to improve the already successful Big Sky on the Big Screen Act, spearheaded by Governor Brian Schweitzer. The new tax incentive package provides film companies larger tax incentives on production expenditures incurred while on location in Montana, and encourages large scale productions by eliminating a cap on the credits.

Production companies are given a 14 percent incentive rebate on all Montana labor hired for film production and a nine percent rebate on all production-related Montana expenditures including lodging, equipment rental, fuel, lumber, and construction materials.

The Big Sky on the Big Screen Act helped increase film production in Montana by 34 percent between 2005 and 2006. The economic impact created by film production in Montana increased by 12 percent between 2006 and 2007.

In 2007, 86 film and television projects were shot in Montana, including three feature films. Overall these projects generated \$7.8 million in film production spending and created 202 full time jobs for Montanans.

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