

## 2009 February Freeze was White-Hot

***White's chooses Filmport's remarkable soundstage to profile this year's latest in production technology***

**Toronto, ON (Wednesday, February 18, 2009)** – Unprecedented attendance at William F. White and CinequipWhite's *February Freeze 2009*, Canada's largest gathering of film and television industry professionals, set the stage for a solid year of recovery for Canadian film.

More than 1,000 leading film and television production professionals attended the one-day annual showcase of the latest innovations in recording, editing, lighting and transport technology, available through White's.

Even more exciting than the new technology, however, was the palpable air of confidence by industry professionals, which was noted by renowned Canadian producer Don Carmody. "White's annual showcase of the latest in production equipment is always widely anticipated by industry professionals," said Carmody. "This year though, there was something else – a combination of the great technology that White's is offering, along with the optimism we are all feeling that 2009 will see the industry rebound across the country."

Paul Bronfman, Chairman and CEO of The Comweb Group, which owns Cinequip White and William F. White, was very excited about the event turnout, which he partly attributes to the selection of Filmport as a venue.

"This year, we made a deliberate decision to showcase the latest in production technology in Toronto's first-ever massive sound stage at Filmport. We really wanted to excite the industry about everything Toronto and Ontario has to offer. And judging by the attendance, we see that we definitely made the right decision." He added, "2009 is going to be a very exciting year for film in Toronto."

Cutting edge technology showcased at White's *February Freeze* included a full sized helicopter with a Tyler Side Mount and a nose mounted Stab-C compact stabilized remote head. Cranes, dollies, camera cars and power systems were made available for close inspection, and demonstrated by a very knowledgeable crew. CinequipWhite showed the Silicon Images SI-2K camera of *Slumdog Millionaire* fame.

### **About The Comweb Group Inc.**

The Comweb Group [[www.comwebgroup.com](http://www.comwebgroup.com)] of companies was originally founded in 1988 by Mr. Bronfman to build and manage **North Shore Studios** [now Lions Gate Studios] in Vancouver, in partnership with well-known Hollywood producer/writer Stephen J. Cannell. In addition to **William F. White International** [[www.whites.com](http://www.whites.com)], other Comweb Group members include **CinequipWhite Inc.** [[www.cinequipwhite.com](http://www.cinequipwhite.com)]. CinequipWhite Inc. is a full service sales company serving the broadcast, video, film, archtainment and theatrical production industries in Canada. As well, Comweb, through its wholly owned subsidiary William F. White International Inc. is a major shareholder in **Sparks Camera and Lighting Inc.**, a company based in Budapest Hungary which is a leading provider of production equipment to Western and Eastern European producers.

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