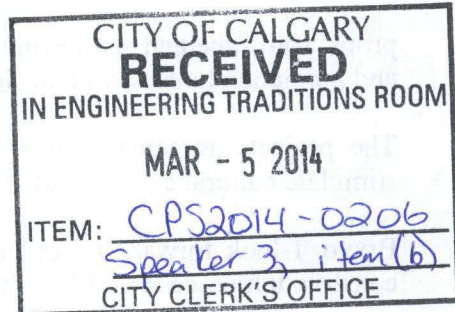


S E V E N 2 4

FILMS

February 26, 2014

Luke Azevedo
Commissioner
Film, Television & Creative Industries
731 1st Street SE
Calgary, AB T2G 2G9



Dear Luke,

I am writing to express my appreciation for the work you and your team have done to secure a purpose-built film and television studio complex in Calgary.

As a local content creator and producer of numerous Canadian television series including Heartland, Wild Roses, Tom Stone, The Shoebox Zoo, Dinosapien and North of 60, and as a co-producer of American feature films such as Brokeback Mountain and The Assassination of Jesse James, I am profoundly grateful that a Calgary studio is at last a reality.

I cannot stress enough the importance of this long awaited infrastructure. My company, and indeed our industry, has struggled for decades to create world-class film and television productions and attract prestigious projects to Calgary. We've been moderately successful despite the lack of purpose-built studios, but as you are no doubt aware, we've also lost numerous projects to jurisdictions with more appropriate physical infrastructure. We've also paid enormous sums to move sets from one temporary space to another, and have been far less than efficient in our production models as a result of improvised production environments.

A new purpose-built facility capable of housing multiple film, television and interactive productions is a crucial step in building a sustainable screen-based industry in Calgary. Not only will this facility enable local producers to develop large scale projects, knowing that the necessary infrastructure exists to house them, it will provide a much needed sales tool for the Calgary and Alberta film commissions to attract international series and feature films that would otherwise go elsewhere.

By attracting new local and international productions, this studio complex will provide ongoing skilled jobs for hundreds of Calgary's film and television technicians and training opportunities for new graduates of Alberta's educational institutions.

It will foster numerous related businesses such as lighting and camera equipment houses,

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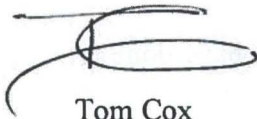
FILMS

props, wardrobe and set decoration rental shops, post-production facilities, digital effects and animation houses, and music studios.

The projects attracted to this facility will stimulate tourism, attract investment, help stimulate cultural exports and diversify Calgary's economy.

Bravo. I look forward to lending support in any way I can throughout the design and construction process, and I can't wait to become a tenant.

God Speed.



Tom Cox
Managing Director
SEVEN24 Films
Calgary