

For Immediate Release

Entertainment Lighting Services Lights Downtown LA For Heroes Season Three Premiere Event

Leader in Entertainment Lighting Illuminates NBC's Red Carpet Arrival Show

Los Angeles, CA – Sept 11, 2008 – When producer Tom Bowles planned a “red carpet arrivals” production as an element in the season three premiere of the NBC hit show, Heroes, Tom called in his own team of Superheroes: the lighting and staging experts at Entertainment Lighting Services. ELS lit up downtown Los Angeles on Sunday, September 7, 2008 for the celebrity-studded televised event for Heroes.

ELS outfitted the exterior of The Edison, the world-class lounge in downtown LA, to create a camera-perfect scene for all the celebrity arrivals. As the acknowledged expert in red carpet arrival packages, ELS lined the walkways with red and black carpet and working with Lighting Director Oscar Dominguez, provided a complete press lighting package that included lighting interview platforms and a branded press wall. To top it off, ELS worked with Art Director Eric J. Larson to erect 16’ high truss archways to create high-impact visuals at the limo drop-off and party entrance areas. ELS also coordinated the construction of spectator bleachers and draped them with a 72’ wide logo banner.

“This was not your typical red carpet premiere, it was a true television shoot” said ELS Senior Production Manager Mary Pat Kasravi. “We worked hand-in-hand with our partners at NBC to turn an ordinary location into a camera-ready venue fit for TV’s hottest superheroes, and we were able to provide the cameras, the press and the live audience with the dramatic lighting needed to make this event truly super.”

About Entertainment Lighting Services

Established in 1991, Entertainment Lighting Services (ELS) is a leading supplier of lighting and staging products, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals nationwide. Visit ELS online at www.elslights.com.

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