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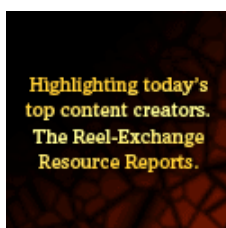
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EDGY COMEDY SERIES PRODUCER JIM BIEDERMAN EXPANDS LC INC. PILOT DEVELOPMENT PROGRAM
Howard Sherman November 9th, 2009



NEW YORK: Recognized for his work as developer/exec producer for IFC's *Whitest Kids You Know* and Comedy Central's *Michael and Michael Have Issues*, LC Inc. principal/exec producer, Jim Biederman's credentials range from *The Howard Stern Radio Show* (TV) to series with Andy Dick, Gary Busey and Tom Green. Although he spent a number of productive years in Hollywood, Biederman remains an inveterate New Yorker.

Beginning his fourth season with *The Whitest Kids You Know*; gearing up for the second season of *Michael and Michael*; and currently in the creative throes of pilot production for both NBC and Comedy Central, Biederman has been ensconced at NY's Mega Playground production/post-production complex since 2007. "We toured the facility before we geared up with *The Whitest Kids* series. Mega met all our production office space and support service requirements. They get high marks on the comfort scale, and they managed to work with our rather limited budget," he says.

"LC Inc. producer Marla Ratner has worked with Biederman since day one at Mega Playground. She reports that, "When *Michael and Michael* went into production last year we expanded our footprint here. They provided us with additional office space and continued to help us resolve occasional technical production problems. Our staff and talent are happy with the West Village neighborhood vibe, and the in-house technical support is top notch. Our 4th floor production offices meet all our needs in terms of writer's rooms, casting and three Avid suites. Jim would always rather take an elevator than a cab. When we're ready to online we just zip up to the 8th floor. Mega provides us with significant savings in time, taxi fares and shoe leather. Plus," Ratner adds, "we've got a great view of the Hudson."

Working in a full HD environment enables Biederman to shoot all his *Whitest Kids*, *Michael and Michael* and pilot projects on cards, digitize the footage into the Unity system and edit his audio, video and graphics quickly and cost-effectively. "We never leave the digital domain, and we rarely leave the Playground," he says. "It's a cool, economical synthesis of technology and creature comforts. I also enjoy regular dialogues with Mega honcho Eitan Hakami. He's got a wealth of technical insights and suggestions. We've got the support of Mega's ace technical team and room to expand if our pilots are picked up. Mega has removed the hiccups," he concludes. "You don't need hiccups in edgy sketch comedy."

"LC Inc. is a textbook example of the type of client we like to attract to Mega Playground," Eitan Hakami adds. "They're on the cutting edge of creative production, and the buzz from their hit series harmonizes with Discovery Channel's *The Shift*; Barry Levinson's Al Pacino HBO feature *You Don't Know Jack* and other hot projects in residence. Our game plan four years ago was

to build a facility that would meet all the needs of creative film and television producers. We consider our on-going relationship with Jim Biderman a sign that we're on the right track."

###

Photo: LC Inc producer Marla Ratner (l) with company principal/exec.producer, Jim Biderman

Established in 1994 as Post Production Playground in the famed Brill Building at 1619 Broadway, the company opened the 45,000 sq. ft. Mega Playground complex in 2006 at 609 Greenwich Street in the heart of the thriving West Village independent film community. Mega Playground provides High Definition post- production, Avid offline and online DIs, Color Correction, Telecine, Dub services, and production offices for feature film, Broadcast and Reality TV production companies.



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