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FOR IMMEDIATE RELEASE

NBC UNIVERSAL TO FILM TELEVISION PILOT "PARENTHOOD" IN PHILADELPHIA

PHILADELPHIA, PA - March 5, 2009 - The new TV series pilot "**Parenthood**," an adaptation of the 1989 box office comedy hit, will film in Philadelphia, PA. It was announced today by Sharon Pinkenson, Executive Director of the Greater Philadelphia Film Office.

Serving as executive producers for this project are **Oscar-winners Ron Howard ("Frost/Nixon")**, and **Brian Grazer ("Frost/Nixon")** and **Jason Katims ("Friday Night Lights")**, who wrote the pilot episode. **Emmy-winner Thomas Schlamme ("The West Wing")** is the director and executive producer of the pilot and **Nan Bernstein Freed ("Friday Night Lights")** serves as a producer. "**Parenthood**" is from **Imagine Television** and **Universal Media Studios**.

Details about casting will be released at a later date. Production will run approximately 14 days in and around Philadelphia.

If "**Parenthood**" is picked up to series following completion of the pilot, Pinkenson is hopeful that the series would continue to shoot in Philadelphia, saying: "*A TV series is one of the best production scenarios for a region like ours. Our diverse locations help tell a story like this, which calls for metropolitan and suburban scenes. Add to that, the hundreds of jobs for local crew and actors and the handsome returns for production vendors, retailers, hoteliers, restaurants, taxi cabs and more -- in this economy -- and you can rest assured that we are rolling out the red carpet.*"

Jerry DiCanio, Executive Vice President, Production Operations, Universal Media Studios and NBC Universal Television Distribution said: "*We're very excited to shoot in this film-friendly town and the tax incentives that exist in Pennsylvania have made it a great place to do business. We look forward to working with the people of Philadelphia on this terrific pilot.*"

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