

PRODUCTION WRAPS IN MINNESOTA ON JOEL AND ETHAN COEN'S A SERIOUS MAN

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ST. PAUL, November 6, 2008 – Production wrapped Wednesday on Joel and Ethan Coen's new feature, *A Serious Man*, after 44 days of shooting at locations including Bloomington, Edina, St. Paul, Minneapolis, Northfield, Roseville and Rockford. *A Serious Man* is expected to be released by Focus Features and Working Title Films in the fall or winter of 2009.

"I know I speak for both Joel and Ethan in saying that we were thrilled to be in Minnesota for this project," said Executive Producer Bob Graf. "It's been quite a while since any of us have spent such a long and pleasant time in Minneapolis, and we would like to express our sincere gratitude to our fabulous local cast and crew. I hope everyone will be proud of the film we've made."

"It's been really satisfying to see the movie being made here, after so many months of working to bring it to our state," said Minnesota Film and TV Board Executive Director Lucinda Winter. "*A Serious Man*" is a wonderful showcase for Minnesota locations and acting talent, and has provided months of work for members of Minnesota's production industry. It's also been a boon to area hotels, restaurants, retailers, and recreation and entertainment venues," she said.

Minnesota competed with Wisconsin and Michigan for production of *A Serious Man*. Both states, like many others in the U.S. offer financial incentives to attract film and television production jobs and dollars. Minnesota's incentive, called Snowbate, is a 15 to 20% rebate on qualified Minnesota production expenditures.

According to Graf, Minnesota was always the filmmakers' first choice. "It was important to the Coens to try to make the film in the Twin Cities since it is so evocative of their youth spent in St. Louis Park, but, given the competitive environment and financial incentives offered by other states, Minnesota would not have been a viable option without the recent enhancements to the Snowbate program."

"Snowbate is an important tool in our effort to grow the production industry in Minnesota," Winter added. "Without a competitive incentive we can not draw studio features like *A Serious Man*, and the jobs and economic activity they create, to our state."

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