

MEDIA RELEASE

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Hollywood Writer, Michael Berk Continues Success with Beach Themed Productions *Las Vegas Resident Lends Talent For Sin City Projects*

(Las Vegas, NV) April 2011 – Noted Hollywood writer and Las Vegas resident Michael Berk continues to pen successful scripts, especially when it comes to beach themed productions. His latest is the box-office hit *Soul Surfer* which opened earlier this month and has received an extremely rare A+ CinemaScore.

The multi Emmy award-winner and Golden Globe nominee writer/producer, whose filmography includes TV pilots, series, made for TV movies and feature films, co-created the internationally popular *Baywatch*, the TV series that made beaches, surfing and the red 1-piece iconic elements of the ultimate American lifestyle. The syndicated *Baywatch* launched and rejuvenated numerous acting careers including Pamela Anderson, Brooke Burns, Carmen Electra, Traci Bingham, David Hasselhoff, Yasmine Bleeth, Parker Stevenson, Angie Harmon, and Eddie Cibrian.

Berk has again transformed the beach into a passionate setting of agony, challenge, determination and triumph. As the lead writer for *Soul Surfer*, he relays the heart-felt true story of surfer Bethany Hamilton, who lost her arm in a shark attack in 2003 and through courage and faith came all the way back to win a surfing championship.

Soul Surfer exceeded opening weekend box office expectations and continued to do extremely well in its second and third weeks through strong word-of-mouth, beating out *Arthur*, *Hanna* and *Your Highness*.

“We've been contacted by the Academy of Motion Picture Arts and Science's Margret Herrick Library requesting a copy of the final *Soul Surfer* script for the library's Permanent Core Collection,” states Berk.

He is currently writing the next generation in the *Baywatch* phenomenon with a big budget *Baywatch* Feature Film for Paramount Studios and Montecito, Director Ivan Reitman's production company.

Berk has also shared his talents and connections as a Hollywood insider with projects in Sin City. He was a key executive in establishing the CineVegas International Film Festival in the late 1990's luring major Hollywood production studios and A-list stars to the Inaugural and 2nd annual festivals hosted at major strip properties, Ballys and the Paris Hotel respectively.

Berk is a founding partner of Vegas-based Players Network, a gaming lifestyle television network for *Vegas On Demand* channel available in over 30 million homes on Comcast, DirecTV as well as other cable and satellite companies.

Berk has also worked with Casino Moguls Steve Wynn and Kirk Kerkorian on TV projects, as well as the Governor's office and the Nevada Film Commission. Involved in numerous charity projects, Berk is lending his support to the 2nd Annual Las Vegas Honors St Jude's Children's Hospital Gala at the Mandarin Oriental on May 21, 2011.