



Film Executive Donna Smith Joins A\$pen The Series

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Smith joins the team of A\$PEN THE SERIES® as Chief Operating Officer for Next Hit Show, LLC and its ancillary businesses including the A\$PEN® Casino in Las Vegas

PR9.NET June 13, 2008 - Los Angeles - The first woman ever to serve as head of physical production for a major movie studio, Donna Smith served as Senior Vice President of Production and Post-Production for Universal Pictures, supervising every picture made at Universal from 1989-96. More than 150 titles were released during her tenure, including SCHINDLER'S LIST, JURASSIC PARK, BABE, CASINO, 12 MONKEYS, SCENT OF A WOMAN, BACKDRAFT, BACK TO THE FUTURE, BORN ON THE FOURTH OF JULY, WATERWORLD and APOLLO 13.

As President & CEO of Cinema Completions International, Smith underwrote completion bonds for movies, including Academy Award-winning films as THE HOURS, CROUCHING TIGER/HIDDEN DRAGON, TRAFFIC, THE ENGLISH PATIENT, THE THIN RED LINE and HERO. Donna also worked in a producing capacity on such greats as RAGING BULL and TERMINATOR. And, now, Ms. Smith joins the team of A\$PEN THE SERIES® as Chief Operating Officer for Next Hit Show, LLC and its ancillary businesses including the A\$PEN® Casino in Las Vegas.

'A\$PEN The Series' is the brainchild of producer, Greg Simmons. It is a comedic parody about life in Aspen. The characters are wild and extreme at times, yet deep down they are "just human beings who are searching for meaning and balance in their lives." This scripted TV sitcom is where extreme sports meets sexy comedy combined with the glitz of ENTOURAGE, the fashion of UGLY BETTY and the bizarre entanglements of DESPERATE HOUSEWIVES! Featured will be the investment banker, the supermodel, the neurotic Hollywood writer, the Oscar nominated actress just out of rehab, the trust fund baby, the internet biz whiz kid and the Zen master/champion skier. "All of these characters really DO exist in Aspen in some shape or form – I know -- I used to party with them!" laughs Simmons.

"The name Aspen is sexy and bespeaks excitement," says Donna. "Aspen the word – is a brand. Here's a show that isn't attached with recognizable names and this leaves the door wide open to discovering new talent," adds Donna. "We are currently casting and can't wait to start production!"

Visit A\$PEN The Series at: www.AspenTheSeries.com

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