For OED Film Office Use Only Production Application Number:	10-001

APPROVED
By Dave Worrell at 12:39 pm, Jul 09, 2010

STATE OF ALASKA
ALASKA FILM OFF
550 West 7th Avenue, Suite 1770 | Anch
(907) 269-8190 p / f (907) 269-5666

ALASKA FILM PRODUCTION TAX CREDIT
APPLICATION FORM

APPLICANT INFORMATION

Name of Production Company (Applicant) Rabbit Content	**Employer Identification Number** [redacted]
Doing Business As (If Applicable) n/a	
Mailing Address 120 Wooster Street, 5th Floor	**City/State/Zip** New York, NY 10012
Physical Address (If Different) n/a	**City/State/Zip** n/a

Applicant Type
- ☐ Corporation
- ☐ Trust
- X LLC
- ☐ Partnership
- ☐ Sole proprietorship

Designated production company representative (Name) Jeff Sommar

Telephone	**Fax**	**E-Mail**
212-431-8000	212-431-8028	jeff@rabbitcontent.com

PRODUCTION INFORMATION

Name of Production (Project Title) Prilosec	**Release or Premiere Date** April 1, 2010

Production Type
- ☐ Feature Film
- ☐ Television Series
- ☐ Documentary
- X Commercial/Advertisement
- ☐ Other (identify below)

Actual Production Schedule	**Alaska Dates**		**Entire Production Dates**
	Start	End	Start/End
Pre-Production	November 12, 2009	December 13, 2009	November 12, 2009
Production	December 14, 2009	December 21, 2009	December 21, 2009
Post-Production	none	none	none

Total Budget:	[redacted]	**Actual Alaska expenditures** $	326,664.36
Number of Alaska jobs created (full time equivalent)	12	**Av. Duration of Alaska employment (in months)**	1 month
Total number of principal photography days	7 days	**Number of principal photography days in Alaska**	7 days

Identify communities in Alaska where you incurred expenditures for services, purchase real property or purchase/lease/rent tangible property from an Alaska business (3 AAC 188.040)(f)

Anchorage, Fairbanks

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ACTUAL PRODUCTION TAX CREDIT REQUESTED

Below, list your expenses (minimum of $100,000 over a consecutive 24-month period) for this project. **Include only your costs for expenditures that were incurred in Alaska.** Attach separate sheet if necessary.

Wages and Salaries:		
1a) Wages and Salaries paid to Alaska residents	$ 27,447.47	
1b) Wages and Salaries paid to non-Alaska residents	$ 196,768.26	
1) Total Wages and Salaries (1a + 1b)		$ 224,215.73
2) In-state Transportation and Shipping (in Alaska - 100% of costs may be elegible)		$ 12,344.78
3) InterstateTransportation and Shipping (to and from Alaska - 50% of costs may be elegible)		$ 17,068.04
4) Location Fees, Facility rental/purchase, Equipment rental/purchase (see regulations at www.film.Alaska.gov - 3 AAC 188.040.b for detailed eligiblity information)		$ 33,603.56
5) Services		$ 24,291.79
6) Food & Lodging		$ 15,140.46
7) Other Production Expenses (Attach detailed budget)		$ -
8) Total Alaska Production Expenses (add Lines 1 - 7)		$ 326,664.36
Base Credit (30%)		
9) Base Tax Credit - 30% of line 8 (multiply line 8 by 0.30)		$ 97,999.31
Alaska Hire Credit (10%)		
10) Alaska Hire Tax Credit - 10% of line 1a (multiply line 1a by 0.10)		$ 2,744.75
Seasonal Credit (2%)		
11) Expenditures from line 8 that were incurred between October 1 and March 30	$ 326,664.36	
12) Seasonal Tax Credit - 2% of line 11 (multiply line 11 by 0.02)		$ 6,533.29
Rural Credit (2%)		
13) Expenditures from line 8 that were incurred in a Rural Area (see rural community list at www.film.Alaska.gov)	$ -	
14) Rural Tax Credit - 2% of line 11 (multiply line 13 by 0.02)		$ -
TOTAL TAX CREDIT REQUESTED		
15) Alaska Film Production Tax Credit (add lines 9, 10, 12 and 14)		$ 107,277.35

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AGREEMENTS

I certify that I am an authorized representative of the applicant and as such am authorized to make the statement of affirmation contained herein.

I hereby agree to allow representatives of the Alaska Film Office access to applicable records as may be necessary for the administration of this program.

I certify that the production is not an ineligible project as defined in AS 44.33.233(c).

I certify, under penalties of unsworn falsification, that the above statements and information contained in the application and attachments are complete, true, and correct to the best of my knowledge and belief.

Applicant Representative Printed Name	Applicant Representative Title
Jeff Sommar	Head of Production

Applicant Representative Signature	Date
Jeff Sommar	June 24 '10

Send completed application and other required materials to:

Alaska Film Office
550 W. 7th Avenue, Suite 1770
Anchorage, Alaska 99501

Note: to expedite your application, you may fax or email your submission to our office (see fax number and email below). We do require the originals as well – so please still mail your packet to the address above.

We cannot finalize your application until we've received the originals.

Questions? E-mail alaskafilm@alaska.gov or call (907) 269-8190
fax (907) 269-5666

APPLICANT CHECKLIST (all items below must be included with application)

☒ Detailed identification of the production;

☒ Detailed budget and cost report breaking down total and Alaska expenses along with a verification by a certified public accountant that satisfy the requirements of AS 43.33.235(d);

☒ Detailed list of all personnel and cast working in Alaska including dates and salaries earned while in Alaska;

☒ List of all Alaska principle photography days, including dates and locations;

☐ List of names and address of entities whose qualified expenses were included jointly with those of the Company in this application, as well as a detailed list of all such expenditures; N/A

☐ List of any tangible personal property for which costs were included that was not transferred or otherwise disposed of at the end of the production; N/A

☒ Rough assembly of the production as required by 3 AAC 188.050(b);

☒ Name and address of the certified public accountant who verified the production cost report of expenses included in this application.

☒ Sworn certification by producer as required by 3 ACC 188.050(e).

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STATE OF ALASKA
DEPARTMENT OF
COMMERCE
COMMUNITY AND
ECONOMIC DEVELOPMENT
Alaska Film Office

Sean Parnell, Governor
Susan Bell, Commissioner

July 9, 2010

MEMO

From: David Worrell, Film Office Development Specialist
Alaska Film Office
550 W. 7th Avenue, Suite 1770 | Anchorage AK 99501
(907) 269-8491 p / f (907) 269-8125

To: Robynn Wilson, Revenue Audit Supervisor
Alaska Department of Revenue, Tax Division
550 W. 7th Avenue, Suite 500 | Anchorage AK 99501
(907) 269-6634 p / f (907) 269-6644

CC: Jeff Sommar, Head of Production
Rabbit Content, LLC

The Alaska Film Office has reviewed and is hereby approving the application of Rabbit Content, LLC for an Alaska Film Production Tax Credit for their production *"Prilosec OTC."*

Please issue a Film Production Tax Credit, in the amount of $107,277.35, to Rabbit Content, LLC (EIN [redacted]), 120 Wooster Street, 5th Floor, New York, NY 10012.

Questions can be referred to Dave Worrell at the Alaska Film Office.

SWORN CERTIFICATION OF COMPLIANCE
(3 AAC 188.050(e))

STATE OF _____)
) ss.
____ JUDICIAL DISTRICT (COUNTY))

Regarding an application for a tax credit under Alaska's Film Production Incentive Program for Prilosec (name of production), I, Jeff Somnar, Producer, being sworn, certify that:

1. I and the production, Prilosec, have fully complied with all applicable state laws and regulations during the production and have complied with all state permit requirements;

2. neither I nor the production, Prilosec, are the subject of an investigation or administrative proceeding concerning alleged violations by the producer or the production of the laws or regulations of this state;

3, neither I nor the production, Prilosec, are involved in a legal action filed in a federal court or a court in this state concerning alleged violations by the producer or the production of the laws or regulations of this state. If after submission of the sworn certification, I or the production, Prilosec, become the subject of an investigation or administrative proceeding described in this subsection, or become involved in a legal action described in this subsection, I shall immediately notify the Alaska Film Office. I understand that failure to comply with this requirement may result in a tax credit not being awarded to the producer. I also understand that if I or the production, Prilosec, are or become the subject of an investigation or administrative proceeding described in this 3 AAC 188.050(3), or are or become involved in a legal action described in that subsection, the Alaska Film Office will suspend determination of the production's eligibility for a tax credit pending resolution of that investigation, administrative proceeding, or legal action. I further understand that I may be subject to criminal prosecution for Unsworn Falsification in the Second Degree (AS 11.56.210) if any of the statements I make in this sworn certification are false.

DATE: June 24 '10

Jeff Sommar

Head of Production / Rabbit Content

Name and Title

SUBSCRIBED AND SWORN TO before me this 24th day of June, 2010

Carol C

Notary Public in and for the
State of NY
My commission expires: 2/16/2011

Carol A. Chiachinis
Notary Public, State of New York
No. 01CH6019719
Qualified in Nassau County
Commission Expires February 16, 2011