



BIRCH TREE ENTERTAINMENT

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**Former Teenage Mutant Ninja Turtle Star Ernie Reyes Jr. Teams Up To Produce Slate of Youth Oriented Martial Arts Films**

SANTA MONICA, CA, November 5, 2010 – Former Ninja Turtle star **Ernie Reyes Jr.** of **Smasher Entertainment** and international sales executive **Art Birzneck** of **Birch Tree Entertainment** announced today at the **American Film Market** that they have teamed up to produce a slate of youth-oriented martial arts films targeted at the teen and twenty-something audience.

*Karate Cops*, the first film in the slate, created by Ernie Reyes Jr., written by *2010 Page International Screenwriting Award* silver medalist **Cody Yarbrough** and Ernie Reyes Jr., features a pair of high-flying detectives in a battle against a super-villain on a quest to take over a mystical martial arts kingdom in Chinatown. Principal photography of *Karate Cops* begins April 2011 followed by *Cheer Ninjas* and *Teen Samurai*.

“With our extensive connections and combined experience in the production and distribution of martial arts films, Birch Tree and Smasher are uniquely positioned to fill a void in what we believe is an under-serviced youth action film market”, stated Art Birzneck, President & CEO of Birch Tree Entertainment, “it also doesn’t hurt that we are both black belts.”

“We are re-inventing the classic martial arts hits of the 70’s, 80’s and 90’s and making them relevant to young people today. I was fortunate to be part of *The Last Dragon* and the *Teenage Mutant Ninja Turtles* franchise and we are going to bring back that energy and excitement,” said Ernie Reyes Jr., President of Smasher Entertainment.

Smasher will take the lead in all creative and production aspects, with Birch Tree taking the lead in all business and distribution aspects of the joint venture. Strategic partnerships are also part of the production plan. **Media Network Services** and **Straight Up Technologies** will be providing video collaboration solutions for the production of *Karate Cops*. In addition to utilizing video collaboration technologies during the production of *Karate Cops*, a case study will be written on the behind the scenes integration of next generation technologies during the film making process.

About Birch Tree Entertainment

Birch Tree Entertainment is an international film sales and production company specializing in high quality martial arts and action films

About Smasher Entertainment

Smasher Entertainment is a martial arts multimedia production company

Contact:

Art Birzneck

Birch Tree Entertainment

Tel: +1 702 858 2782

Email: [press@birchtreefilms.com](mailto:press@birchtreefilms.com)

[www.birchtreeentertainment.com](http://www.birchtreeentertainment.com)

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