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NEW LEADERSHIP TEAM FOR ARRI RENTAL IN NORTH AMERICA

- **Peter Crithary is new President of ARRI Rental US Camera; Carly Barber appointed President of ARRI Rental US Lighting**
- **New senior management will focus on strengthening client relationships and continuing to drive business in North America**

(December 4th 2018, Secaucus, NJ) – ARRI Rental, a leading provider of camera, lighting and grip equipment, is pleased to announce the new top management for North America: Peter Crithary has been appointed President of ARRI Rental US Camera; Carly Barber will be taking on the role of President of ARRI Rental US Lighting, with Jeff Pentek joining as Vice President.

Over the past 13 years Crithary has had a number of roles at Sony Electronics, including market development and customer outreach for cinema technologies. He began his career as a cameraman in Australia and continued in the US, working in motion pictures, television, and postproduction before joining Sony.

Based out of the Secaucus office, Crithary will be responsible for overseeing camera rental operations in North America, helping to develop new business opportunities, and building strong relationships within the creative community. He will also promote ARRI Rental's proprietary technologies, which include the exclusive ALEXA 65 large-format camera system and ARRI Rental's evolving program of in-house lens development. "I'm looking forward to helping guide ARRI Rental as we focus on excellence in customer service and unique technology solutions," says Crithary.

Carly Barber and Jeff Pentek are lighting industry veterans with more than 30 years of experience: while Barber managed Hollywood Rental as VP Operations and President for 15 years, Pentek worked in a rental company and as a member of Local 728 in Los Angeles before both founded Illumination Dynamics in 2001. Barber comments: “I have been connected to ARRI Rental for years and am excited to be working as part of a very talented team to continue to drive the success of the lighting business in the North East.” Both Barber and Pentek will remain in their positions at Illumination Dynamics, a wholly owned subsidiary of ARRI Rental – Barber as Chief Executive Officer and Pentek as Chief Operating Officer.

Newly promoted Vice President Lighting and Transportation Operations John Vander Linden will be overseeing all ARRI Rental Lighting Operations, while Senior Vice President Rental Hardwick Johnson will continue to drive sales and participate in overseeing operations.

Furthermore, ARRI Rental is welcoming Billy Hines to the lighting team. In his position as Marketing and Productions Relations Manager he will be responsible for developing opportunities and building relationships with crew and production clients, while bringing his considerable knowledge and experience to enhance lighting operations. “Working for almost 30 years as a lighting technician on many feature and television projects Billy will bring an extremely valuable perspective to our team,” says Barber. Hines’ film and television credits include *Spider Man*, *The Interpreter*, *Bridge of Spies* and *Law & Order: Special Victims Unit*.

About the ARRI Rental Group:

ARRI Rental’s mission is to be instrumental in realizing the creative visions of international filmmakers and content producers by providing first-class camera, lighting and grip equipment—and an unsurpassed level of service—to the feature film, television, advertising, broadcast, and events markets.

Operating through a network of rental facilities in North America and across Europe, the group’s combined resources and expertise allow ARRI Rental to develop and roll out exclusive, proprietary technologies. These include the ALEXA XT B+W and the ALEXA 65, a larger-than-large-format solution for high-end movies, TV series and commercials, comprising the world’s only true 65 mm digital cinema camera, custom-designed lenses such as the DNA series, and fast, efficient workflow tools.

Recent productions serviced by ARRI Rental include: *Roma*; *If Beale Street Could Talk*; *Welcome to Marwen*; *A Private War*; *Fantastic Beasts: The Crimes of Grindelwald*; *Boy Erased*; *Bohemian Rhapsody*; *Alpha*; *Juliet, Naked*; *Papillon*; *Mamma Mia: Here We Go Again*; Netflix’s *Dark* and *Altered Carbon*; *On Chesil Beach*; *The Happy Prince*; *Ant-Man and the Wasp*; *Solo: A Star Wars Story*; *Mary Magdalene*; and *Avengers: Infinity War*, among others.

For locations and more information please visit www.arrirentalgroup.com