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Earlham Internet Company Changes Store Front For Local Movie Scene

*Iowacom becomes Shari's Soap Box Laundry Mat For LionHeart Movie Production's
'South Dakota'*

CONTACT:

Mark Varner
Iowacom
eBusiness Consultant
115 South Chestnut Avenue
Suite 4
Earlham, IA 50072
515-758-2000
mark@iowacom.net
www.iowacom.net

Earlham, IA – May 20, 2008 – Earlham receives a \$3 million chance at Hollywood fame by becoming a movie vista which includes a small town dance, drag race, football game and an unexpected teenage pregnancy. Local residence and businesses vastly benefit from LionHeart Movie Productions' multi-scene two week stay.

One of the many touting the movie news is Earlham resident Mark Varner, owner of Iowacom. When asked by the set manager for "South Dakota" if he would like to keep the Shari's Laundry signs, Mark responded, "I've been in the laundry business for 10 days and haven't made any money; I plan to proceed with my website consulting business."

The majority of the cast were chosen local Iowans and young acting professionals who are building the backbone of Iowa's fledgling film industry. "It was very exciting for my wife, Christi and I to witness all the hard work the young people did behind the scenes," said Mark. "We met great friends and learned a lot about making movies."

Bringing a movie set to Earlham allowed many local aspiring actors to experience camera time. For the California filmmakers, being in Iowa was a fantasy come true – capturing the perfect small town lifestyle in the Midwest.

Earlham was chosen for the film location because of its perfect similarities to South Dakota living; one small school, corn fields and a grain elevator. The 2007 law allowing a 50 percent tax credit for films shot in Iowa with budgets of at least \$100,000 was also a deciding factor.

About Iowacom

Iowacom was founded in 1996 in Earlham by Mark Varner. Iowacom offers small business web solutions and project consulting for larger businesses.

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