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CFG Rental Group LLC, the leader of midmarket production equipment rentals in Los Angeles and San Francisco, announces a strategic partnership with Blackstone Entertainment LLC. Blackstone Entertainment is a boutique grip and lighting rental house serving the LA area since 2012.

This strategic partnership is expected to create synergy in BSE's grip and lighting rental offerings by consolidating all operations to the CFG facility in Pacoima, CA, centrally located to the Los Angeles filmmaking hub.

Blackstone's Chad McClellan and Adam Navarro join the CFG team today and Bryce Johanson is expected to join the transition in July as Blackstone winds down its physical operations in Azusa, CA.

CFG has acquired and relocated the Blackstone Entertainment podcast studio assets and rebranded the Livestream & Podcast operations to 'CFG Creator Spaces.' CFG will offer full-service livestream and podcast operations immediately in Los Angeles and expects to announce further livestream studio availability in San Francisco in the coming months.

CFG will also rebrand to 'CFG Production Services' as it rounds out its offering as a full-service turnkey production partner and not just an equipment rental operation.

"I'm excited for this new chapter with CFG and to give Blackstone customers a well-rounded experience," Says Adam Navarro, prior VP of Blackstone, now Senior Rental Agent at CFG.

"This strategic partnership with CFG creates new opportunities to serve our clients at a whole new level!" said Chad McClellan, President of Blackstone Entertainment LLC. "The increased capabilities and cutting edge inventory that CFG offers is a vast resource for us to tap into, allowing us to continue offering exceptional service at a more centric location all while growing our capabilities at unmatched prices. I am also looking forward to working with CFG to develop new processes and procedures to elevate the customer experience overall."



"The market is very segmented, making it cumbersome to source all materials and equipment needed for productions, even more so with all the new lighting options in the market. Our goal with this partnership is to provide a single source, one stop shop with professionalism and top tier service to ensure a successful experience for our customers."

"By uniting with Blackstone and introducing CFG Creator Spaces under the CFG Production Services banner, we are doubling down on a one-stop approach with centralized grip and lighting, integrated podcast studio capabilities, and a service model built for the next generation of filmmakers, creators, and micro-productions," Added Hans Gelpke, Vice President of CFG.

"Blackstone is going to bring some significant operational synergies, efficiencies, and improvements to the CFG customer experience. As production shifts to smaller and more nuanced content, we're really excited to enter the micro production space to support filmmakers, podcasters, and live streamers" said Brandon Whiteside, President of CFG. "We continue to invest in companies and operations that we feel are the future of the film industry. The people, the processes, and customer sentiment of Blackstone Entertainment precisely aligns with our vision of the future.

BSE retains all of its IP rights and assets and will pivot to mobile production and event live streaming.

If you're a Blackstone Entertainment client, please connect with the BSE team here:

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For more information please visit our website at <https://cfg.rentals> or email brandon@cfg.rentals