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MPAA ANNOUNCES NEW APPOINTMENTS TO LOS ANGELES OFFICE

Los Angeles— The Motion Picture Association of America, Inc. (MPAA) today announced two new additions to its Los Angeles staff. Lisa M. Pierozzi joins the MPAA as the new Chief Financial Officer and Executive Vice-President of Finance and Administration and will begin on February 6th. Michael Robinson is the new Director of U.S. Anti-Piracy Operations and assumed his position early last week. He will report to Executive Vice-President and Director of Worldwide Anti-Piracy Operations John G. Malcolm and Pierozzi will report to MPAA President and Chief Operating Officer A. Robert Pisano.

“We are glad to have the talent and expertise of Lisa Pierozzi and Michael Robinson at the MPAA,” said MPAA Chairman and CEO Dan Glickman. **“They will be a great asset to the MPAA in achieving our core mission of advocating for the motion picture industry.”**

As Chief Financial Officer and Executive Vice President, Finance and Administration, Pierozzi will be responsible for the day-to-day management of all aspects of MPAA’s finances. In addition, she will oversee Human Resources, Facilities and Information Services.

“Lisa has an excellent reputation and the perfect portfolio for the job. We are glad to have her on board,” said Pisano.

Pierozzi served for four years as Senior Vice President, Business Planning and Development, for the Parks and Resorts Group of Universal Studios, Inc. She was responsible for all major areas of finance, analysis of new business opportunities, and developing annual and long range strategic and operating plans and budgets for Universal’s worldwide Parks and Resorts Group. Prior to Universal, Pierozzi had a 17-year career at PricewaterhouseCoopers, where she

was a Partner in the Entertainment, Media and Communications Group, managing multiple audit and consulting project engagement teams for many firms in the entertainment and media arena, including some MPAA member companies.

Robinson will be in charge of developing long-term strategies and managing the day-to-day operations of the MPAA's U.S. Anti-Piracy program. He will be involved in engaging in public outreach and education to inhibit piracy and working with law enforcement officials across the country to investigate and punish those who engage in copyright theft.

“I am thrilled to have Mike Robinson as part of our global anti-piracy team,” said John G. Malcolm, Executive Vice-President & Director of Worldwide Anti-Piracy Operations for the MPAA. **“Mike brings a wealth of experience to the job. He has walked the walk when it comes to conducting sophisticated law enforcement operations. He is universally highly regarded by everyone who has dealt with him throughout the course of his long and distinguished career in law enforcement.”**

Robinson comes to the MPAA from the Transportation Security Administration, where he served as Federal Security Director at New Orleans International Airport. He has had a noteworthy career in law enforcement that spans four decades, having first started as a state trooper in Michigan and working his way up to become the state's first Homeland Security Director. During that time, Robinson served eleven years as Director of the Michigan Department of State Police, where he was responsible for all state-level public safety and emergency services. Robinson's international reputation in law enforcement has earned him the respect of colleagues throughout the country, who in 2000 chose him to serve a one-year term as President of the International Association of Chiefs of Police- which represents 18,000 police executives in over 100 countries.

The MPAA, and its international counterpart, the Motion Picture Association (MPA), are the voice and advocates of the American motion picture, home video and television industries. Founded in 1922 as the trade association for the film industry, the organization has broadened its mandate over the years to reflect the diversity of an expanding industry. Today, these associations represent not only the world of theatrical film, but serves as a leader and advocate for major producers and distributors of entertainment programming for television, cable, home video and future delivery systems not yet imagined.

The Association serves its members from offices in Washington, D.C., Los Angeles, Brussels, Sao Paulo and Singapore. On its board of directors are the Chairmen and Presidents of the major producers and distributors of motion picture and television programs in the United States: Buena Vista Pictures Distribution (The Walt Disney Company); Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLP; and Warner Bros. Entertainment Inc.

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