



NEWS RELEASE

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MPAA PRESIDENT DELIVERED PRO-LEGITIMATE MESSAGE AT BEIJING COPYRIGHT EXPO

Bob Pisano Urges Open Market for Foreign Movies and Calls for Closer Government and Industry Cooperation to Address Piracy

Hong Kong / Beijing: The Motion Picture Association of America (MPAA) President and Chief Operating Officer Bob Pisano made a call for a pro-legitimate stance by the Chinese authorities at the Second China International Copyright Expo. He made his remarks on the weekend while witnessing the signing of a Memorandum of Understanding (MOU) designed to increase cooperation between the China Film Copyright Association (CFCA) and the Motion Picture Association (MPA).

Pisano also highlighted the importance of greater market access and industry cooperation in the fight against rampant movie piracy in China. "The MPA congratulates the Chinese government in its efforts in fighting piracy and raising awareness among the public. However piracy is still severely hindering the entertainment industry's development in China – especially the home video business which is being devastated by a lack of legitimate retail outlets, inadequately slow censorship and rampant piracy," said Pisano. "We urge the government to adopt and promote a pro-legitimate policy that will enable the industry to effectively compete with pirated products which are widely available in the country."

Foreign entertainment products are under strict government import control when entering China and outdated regulations and administrative barriers restrict foreign companies from investing in the wholesale and retail audio-video business sector. The situation has been further worsened in recent years by widespread Internet piracy where copyright infringers use legal loopholes to escape punishment. In its effort to fight piracy and help develop legitimate online businesses, the MPA has actively engaged the Chinese government and industry in its effort to seek sustainable business models that would adopt effective copyright protection technologies and mechanisms.

Mike Ellis, President and Managing Director, Asia-Pacific for the MPA, who signed the MOU on behalf of the MPA together with Zhu Yongde, Chairman of the CFCA, said: "We have developed a strong cooperative relationship with CFCA and with the CFCA's newly expanded mandate for industry development we are looking forward to increased cooperation in areas of mutual interest. Fighting piracy and creating a more favorable, pro-legitimate market environment is in the interests of all our members and good for China's economy."

During the MOU signing ceremony - also attended by Vice Minister Yan Xiaohong, Vice Minister of National Copyright Administration of China - Pisano helped kick off an anti-

camcording poster campaign featuring many of the country's top movie stars and entertainers. Preventing the theft of movies from cinema screens is essential as more than 90% of newly released movies that end up appearing illegally on the streets and on Internet sites originate from illegal copies made in cinemas. Close cooperation between movie makers, distributors and the authorities will help prevent illegal camcording.

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About the MPA: *The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike.*

The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; The Walt Disney Studios; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit www.mpa-i.org.

About the CFCA: *The China Film Copyright Association (CFCA), a non-profit organization made up of 62 movie studios, production houses, and theatrical-related businesses in China, provides copyright consultation and assistance for its members. It also makes suggestions to the government for copyright protection, promotes film industry growth, and engages in international exchanges with overseas its counterparts.*

Formally known as the China Film Copyright Protection Association (CFCPA), the organization has recently changed to its current name (CFCA) to better reflect its role in promoting industry growth and lobbying government on broader issues including content distribution on new media platforms.

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For more information, contact:

Edward Neubronner
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677

William Feng
MPA China
86-10-5869-3146