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FILM INDUSTRY AND FASHION DISTRICT OFFER \$1,000 REWARD TO STOP PRODUCTION AND DISTRIBUTION OF ILLEGAL DVDS

Los Angeles – The Motion Picture Association of America (MPAA) has teamed up with the Fashion District Business Improvement District to offer cash rewards up to \$1,000 for information leading to the closure of locations in the Fashion District engaged in the illegal production of DVDs. Protecting this high-value content is crucial to the health of the film industry as well as the local economy, but of even greater importance, the production and distribution of these counterfeit goods oftentimes supports gang activity in the district.

“The LAPD welcomes this step by the MPAA and the Fashion District,” said Captain Blake Chow, commanding officer of the Central Police Station which services the Fashion District. “Stopping this criminal activity goes much deeper than just DVDs. We know that gangs are reaping the most benefit from this activity.”

“We are proud to partner with the LAPD and Fashion District to reduce and ultimately eliminate the attractiveness and profitability of counterfeit activities in the Fashion District,” said Kevin Suh, Vice President Content Protection for the MPAA. “We encourage those with information to come forward, and also urge shoppers to help us in this effort by settling for nothing less than the genuine, high-quality movies available in a variety of legitimate ways both online and from their favorite retailers.”

The Fashion District merchants are behind the effort, too. “We are trying to protect our clients and patrons who shop with us,” said Randy Tampa, who heads up the BID’s security efforts. “Moreover, we want our clients and patrons to know the Fashion District is a safe place to shop for a quality bargain.”

The MPAA and police offered tips to help consumers recognize illegally manufactured DVDs, among them:

- Watch for titles that are “Too New to be True”
Movies that have yet to be released in theaters, or that are still out in theaters, are not legally available to consumers. If very recent titles are being sold, they are almost invariably illegal copies.

- **Trust Your Eyes and Ears**
In many cases, the quality of illegal copies is inferior with poor sound and the movie can appear blurry or shaky.
- **Other tell-tale signs:** loose cellophane packaging; poorly reproduced labeling; lack of holographic labeling; cut-rate pricing; or sales made from street vendors out of a box or a backpack on the sidewalk.

Anyone with information regarding the illegal production and distribution of DVDs is encouraged to call the LAPD's 24-hour hotline number at 1-877-LAPD-24-7 (527-3247). Tipsters may text "crimes" with a cell phone. All messages should begin with "LAPD." Tipsters can also call the Fashion District's 24-Hour Hotline at 213-741-2661. All information will remain confidential.

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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