



FOR IMMEDIATE RELEASE

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FILM INDUSTRY HONORS PERUVIAN COPYRIGHT CHIEF FOR COMMITMENT TO ANTI-PIRACY FIGHT

Orlando, Florida -- The Motion Picture Association (MPA) will present its third-annual “Anti-Piracy Latin American Government Leadership Award” at ShowEast - a convention and trade show for the cinema exhibition and distribution community – on Monday, October 13. This year, the MPA will honor Dr. Martín Moscoso, Director of the Copyright Office of Peru’s INDECOPI (Institute for the Promotion of Competition and Protection of Intellectual Property) in recognition of his outstanding efforts against piracy and in the defense of the intellectual property of local and international rights holders.

“Our member companies in Peru are unanimous in their support of Dr. Moscoso for this honor. His multifaceted approach to promoting intellectual property rights is remarkable. Dr. Moscoso moves easily and expertly among the courts, the schools, Congress, state and municipal governments and law enforcement agencies, working to raise awareness that copyright law matters and that everyone in society has a role to play in promoting the rights of creators,” said Mike Robinson, Senior Vice President & Director, North American Anti-Piracy Operations for the MPAA.

The MPA cooperates closely with INDEPCOPI, and is a member of that entity’s vanguard “Crusade Against Piracy,” often cited as a regional example of successful cross-industry, public/private sector cooperation. The “Crusade Against Piracy” carries out training for law enforcement officials, judges, and customs inspectors, and also leads a dynamic public outreach campaign, directed especially at children, to enhance respect for the copyright industries and creators.

The worldwide motion picture industry loses \$18 billion annually to piracy. Annual losses have exceeded \$30 million in Peru and \$1 billion in Latin America.

About the MPA: The Motion Picture Association of America, Inc. (MPAA) and its international counterpart, the Motion Picture Association (MPA), serve as the voice and advocate of the American motion picture, home video and television industries in the United States and around the world. The MPA and the other international affiliates of the MPAA

have regional offices located in Brussels (Europe, Middle East and Africa), Mexico City and São Paulo (Latin America), Toronto and Montreal (Canada) and Singapore (Asia-Pacific).

The MPA represents the interests of Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. For more information about the MPA, please visit www.mpa.org.

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